

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 6, 1983

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	25.4	21,290
2	60 MINUTES	24.4	20,450
3	A TEAM	24.3	20,360
3	ABC SUNDAY NIGHT MOVIE	24.3	20,360
5	SIMON & SIMON	23.5	19,690
6	MAGNUM, P.I.	23.4	19,610
7	DYNASTY	22.5	18,860
7	HOTEL	22.5	18,860
9	FALCON CREST	22.3	18,690
10	AFTERMASH	20.7	17,350
11	NEWHART	19.9	16,680
12	LOVE BOAT	19.6	16,420
13	CBS NFL FOOTBALL GAME 1	19.4	16,260
13	CBS NFL FOOTBALL POST-2#	19.4	16,260
13	KNOTS LANDING	19.4	16,260

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	A TEAM	18.5	40,820
2	ABC SUNDAY NIGHT MOVIE	18.2	40,000
3	GARFIELD ON THE TOWN(S)	16.3	35,880
4	DALLAS	15.8	34,880
5	MAGNUM, P.I.	15.7	34,630
6	CHARLIE BROWN-GRT.PUMPKIN(S)	15.2	33,570
6	60 MINUTES	15.2	33,570
8	DYNASTY	14.5	31,910
9	SIMON & SIMON	14.4	31,690
10	DUKES OF HAZZARD#	14.2	31,250
11	KNIGHT RIDER	14.0	30,760
12	HARDCASTLE & MCCORMICK	13.8	30,330
13	FACTS OF LIFE	13.5	29,810
14	LOVE BOAT	13.3	29,280
15	AFTERMASH	13.3	29,240
16	HOTEL	13.2	29,000
17	FALCON CREST	12.7	27,990

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	22.4	19,610
2	DYNASTY	20.3	17,730
3	FALCON CREST	19.3	16,850
4	HOTEL	18.9	16,520
5	SIMON & SIMON	18.6	16,310
6	ABC SUNDAY NIGHT MOVIE	18.5	16,210
7	MAGNUM, P.I.	18.5	16,190
8	60 MINUTES	18.0	15,730
9	KNOTS LANDING	17.2	15,090
10	LOVE BOAT	16.2	14,190
10	NEWHART	16.2	14,190
12	AFTERMASH	16.2	14,130
13	A TEAM	16.1	14,080
14	NBC SUNDAY NIGHT MOVIE#	15.1	13,250
15	JEFFERSONS	14.7	12,820

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC SUNDAY NIGHT MOVIE	21.6	17,050
2	A TEAM	19.1	15,090
3	60 MINUTES	17.3	13,630
4	CBS NFL FOOTBALL GAME 1	17.0	13,390
5	MAGNUM, P.I.	15.4	12,160
6	NFL MONDAY NIGHT FOOTBALL	15.2	12,000
7	HARDCASTLE & MCCORMICK	15.1	11,890
8	SIMON & SIMON	14.8	11,680
9	NFL FOOTBALL GAME 2-NBC#	14.7	11,630
10	CBS NFL FOOTBALL POST-2#	14.5	11,430
11	HILL STREET BLUES	14.0	11,080
12	DALLAS	12.8	10,130
13	DYNASTY	12.3	9,680
14	HOTEL	12.0	9,450
15	CBS NFL FOOTBALL GAME 2#	11.9	9,400
15	KNIGHT RIDER	11.9	9,400

NATIONAL TV NIELSEN RATINGS PERSONS RANKING — TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 6, 1983

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC SUNDAY NIGHT MOVIE	20.2	11,100
2	DYNASTY	18.6	10,230
3	DALLAS	18.3	10,070
4	HOTEL	17.0	9,320
5	A TEAM	16.3	8,980
6	FALCON CREST	15.8	8,670
7	MOTOWN 25 SPECIAL(S)	15.6	8,580
8	SIMON & SIMON	15.4	8,490
9	KNIGHT RIDER	15.2	8,380
10	MAGNUM, P.I.	15.1	8,320
11	HARDCASTLE & MCCORMICK	15.1	8,280
12	GARFIELD ON THE TOWN(S)	14.9	8,170
13	NBC MONDAY NIGHT MOVIES	14.7	8,090
14	HILL STREET BLUES	14.6	8,030
15	KNOTS LANDING	14.0	7,690
16	CHEERS	14.0	7,680
17	HART TO HART	13.9	7,630

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	30.9	8,320
2	60 MINUTES	28.4	7,640
3	FALCON CREST	25.9	6,960
4	SIMON & SIMON	23.8	6,390
5	MAGNUM, P.I.	23.4	6,290
6	LOVE BOAT	23.1	6,210
7	DYNASTY	23.0	6,180
7	KNOTS LANDING	23.0	6,180
9	MISSISSIPPI	22.6	6,090
10	ONE DAY AT A TIME	22.5	6,050
11	ALICE	22.4	6,030
12	NEWHART	22.3	6,000
13	AFTERMASH	22.3	5,990
14	HOTEL	22.1	5,950
14	JEFFERSONS	22.1	5,950

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC SUNDAY NIGHT MOVIE	24.7	13,120
2	A TEAM	20.3	10,780
3	HARDCASTLE & MCCORMICK	16.6	8,840
4	HILL STREET BLUES	16.2	8,600
5	CBS NFL FOOTBALL GAME 1	15.8	8,390
6	MAGNUM, P.I.	14.3	7,610
7	NFL FOOTBALL GAME 2-NBC#	13.9	7,390
7	SIMON & SIMON	13.9	7,390
9	MOTOWN 25 SPECIAL(S)	13.7	7,300
10	NFL MONDAY NIGHT FOOTBALL	13.4	7,120
11	RIPLEY'S BELIEVE IT-NOT	13.0	6,910
12	KNIGHT RIDER	12.6	6,700
13	CHEERS	12.5	6,670
14	GARFIELD ON THE TOWN(S)	12.4	6,600
15	60 MINUTES	11.9	6,330
16	FACTS OF LIFE	11.8	6,270
17	ST. ELSEWHERE	11.7	6,230

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	30.0	6,140
2	CBS NFL FOOTBALL POST-2#	23.3	4,780
3	CBS NFL FOOTBALL GAME 1	20.7	4,250
4	MAGNUM, P.I.	19.8	4,050
5	DALLAS	18.8	3,850
6	NFL MONDAY NIGHT FOOTBALL	18.7	3,840
7	REAL PEOPLE	18.7	3,830
8	T.J. HOOKER	18.5	3,790
9	A TEAM	18.4	3,770
10	ALICE	18.0	3,690
11	SIMON & SIMON	17.9	3,660
12	NFL FOOTBALL GAME 2-NBC#	17.4	3,560
12	ONE DAY AT A TIME	17.4	3,560
14	CBS EVENING NEWS-RATHER	17.1	3,510
15	CBS NFL FOOTBALL GAME 2#	16.8	3,440

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)	CHILDREN (2-11)																							
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11																					
*EVENING																																															
A TEAM																																															
1 TUE. 8.00P 120 NBC A 6 211 210																		A 24.3 36 2036										2005 657 225		691 262 441 429 327 204 740 327 529 467 326 185 206 75 368 246																	
2 TUE. 8.00P 60																		B 24.0 36 2011										2014 636 244										691 254 445 418 332 206 695 292 483 423 314 183 248 85 380 251									
8.00 - 8.30																		A 22.3 34 1869										2004 672 239										709 264 436 433 327 224 694 323 489 429 289 183 195 65 406 262									
8.30 - 9.00																		A 24.6 36 2061										2015 645 229										683 276 439 426 312 199 713 335 516 457 306 171 214 73 405 267									
9.00 - 9.30																		A 26.6 38 2229										2026 670 230										694 253 447 432 348 198 800 328 563 489 365 208 204 84^ 328 239									
9.30 - 10.00																		A 25.0 37 2095										1989 657 202										682 251 452 433 340 185 827 336 600 533 394 193 206 84^ 274 190									
ABC NEWSBRIEF-M-F 30 191 190																		A 16.3 25 1366										1704 733 312										822 292 483 424 371 282 546 208 346 312 249 166 175 99 161 119									
MON. 8.58P 1 ABC N 97 97																		B 15.9 25 1332										1685 715 303										799 277 467 416 364 276 572 210 355 325 266 178 154 86 160 112									
1 TUE. 9.58P 1																																															
1 THU. 10.03P 1																																															
2 TUE. 9.58P 1																																															
2 WED. 9.57P 2																																															
ABC NEWSBRIEF-SAT. 6 188 200																		A 18.4 31 1542										1819 800 232										856 251 427 393 367 378 566 233 337 305 217 184 172 119 225 154									
SAT. 9.58P 1 ABC N 95 98																		B 19.6 33 1642										1758 756 276										837 242 424 399 377 363 517 183 302 272 228 185 185 129 219 167									
ABC NEWSBRIEF-SUN. 6 184 197																		A 23.0 35 1927										2078 756 315										818 330 552 503 422 195 861 381 672 572 420 158 221 113 178 128									
1 SUN. 10.01P 1 ABC N 93 98																		B 21.6 34 1810										1720 595 248										645 261 447 368 306 166 849 366 586 509 389 211 142 68 84 55									
2 SUN. 9.59P 1																																															
ABC SPORTS UPDATE-SAT 6 193 203																		A 17.4 29 1458										1737 774 224										820 191 361 365 403 403 634 194 358 304 280 255 136 56^ 147 74^									
SAT. 8.58P 1 ABC SN 97 99																		B 17.1 29 1433										1767 710 251										776 194 378 384 382 350 599 189 338 307 287 226 143 87 249 162									
BC SPORTS UPDATE-SUN 6 198 202																		A 18.8 27 1575										1928 726 318										798 272 519 496 420 217 779 320 586 525 401 156 186 62^ 165 84									
1 SUN. 8.31P 1 ABC SN 98 99																		B 17.7 26 1483										1858 683 305										754 290 496 453 373 208 736 303 532 474 378 167 162 64 206 124									
2 SUN. 8.32P 1																																															
BC SUNDAY NIGHT MOVIE 5 192 202																		A 24.3 38 2036										1965 735 316										796 328 544 495 405 179 837 364 645 558 412 163 187 89 145 94									
1 SUN. 9.00P 120 ABC FF 96 99																		B 20.9 33 1751										1831 725 317										788 308 537 483 403 189 765 342 575 491 359 159 165 90 113 76									
2 SUN. 9.00P 130																																															
9.00 - 9.30																		A 23.3 34 1953										2014 741 329										812 332 552 504 411 185 821 336 622 558 433 167 208 95 173 112									
9.30 - 10.00																		A 24.6 37 2061										2036 752 322										809 330 552 507 409 186 826 354 637 555 415 157 214 104 187 128									
10.00 - 10.30																		A 24.7 39 2070										1971 735 315										797 331 544 487 402 182 860 386 662 566 405 166 177 85 137 94									
10.30 - 11.00																		A 24.2 40 2028										1836 712 293										766 311 516 470 398 176 828 367 632 540 391 165 147 70 95 53^									
11.00 - 11.30																		A 26.7 48 2237										2008 733 362										809 365 620 529 400 134 924 446 770 627 412 128 183 93^ 92^ 48^									
ABC WORLD NEWS TONIGHT 30 202 203																		A 11.1 20 930										1543 749 237										802 216 392 372 369 356 582 170 303 260 281 246 81 36^ 78 50^									
M-F 6.30P 30 ABC N 98 99																		B 10.2 19 855										1497 717 247										774 195 372 358 368 345 574 164 295 273 273 244 60 24 89 55									
ABC WRLD NEWS TONIGHT-SUN 5 149 153																		A 9.4 16 788										1665 679 205										790 225 348 346 318 407 664 218 353 308 295 281 58^ 10^ 153 83^									
SUN. 6.30P 30 ABC N 84 84																		B 8.1 15 679										1670 664 205										773 197 328 333 309 400 722 263 395 297 294 291 47 12 128 70									
AFTERMASH 6 200 196																		A 20.7 30 1735										1685 736 255										814 264 414 382 349 346 524 215 321 300 219 179 203 117 144 94									
MON. 9.00P 30 CBS CS 99 99																		B 24.8 36 2078										1742 774 283										850 316 488 438 346 311 570 235 355 326 251 178 187 96 135 88									
ALICE 6 198 202																		A 16.7 24 1399										1649 773 287										858 208 365 329 391 430 537 151 216 202 231 264 124 66^ 130 77^									
1 SUN. 8.24P 30 CBS CS 98 99																		B 17.4 26 1458										1618 744 285										819 215 344 320 348 415 544 153 242 223 241 254 113 67 142 90									
2 SUN. 8.00P 30																																															
ATTLE-NETWORK STARS(S) 198																		A 14.4 22 1207										1924 623 237										685 298 456 368 289 198 568 235 408 383 279 131^ 383 195 288 211									
2 THU. 8.00P 120 ABC SE 98																																															
8.00 - 8.30																		A 12.8 20 1073										1969 626 244										677 269 443 366 302 197^ 597 219 386 374 299 171^ 347 182^ 348 218									
8.30 - 9.00																		A 13.3 20 1115										2049 628 246										690 297 471 373 291 192^ 594 237 430 412 304 133^ 403 216 362 258									
9.00 - 9.30																		A 16.2 24 1358										1890 618 236										682 308 461 374 289 185 563 250 425 387 272 117^ 405 201 240 198									
9.30 - 10.00																		A 15.4 23 1291										1794 615 223										681 308 448 357 275 213 522 233 391 357 242 109^ 369 182 222 175^									

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1983 REPORT

PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #		DAY		START TIME		DUR		NET		PROG. TYPE		WK 1 WK 2		KEY		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	

1ST NOV. 1983 REPORT

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION															
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
														TOTAL	18-34	WOMEN			MEN			TOTAL	18-34	WOMEN			MEN			TOTAL FEM.	TOTAL 6-11	
																18-49	25-54	35-64	55+		18-49	25-54	35-64	55+		18-49	25-54	35-64	55+			
EVENING CONT'D																																
GOODNIGHT, BEANTOWN						6	198	199	A	15.7	24	1316	1505	817	267	889	227	422	409	384	417	497	146	255	242	223	205	64^	28^	55^	28^	
1 SUN. 9.54P 30 CBS CS						99	99	B	16.7	25	1399	1495	779	275	864	242	399	391	369	413	488	135	235	237	223	216	72	38	71	41		
2 SUN. 9.30P 30																																
HAPPY DAYS						5	205	204	A	14.4	21	1207	1954	667	258	756	355	511	400	303	194	508	209	366	325	247	107	315	212	375	271	
TUE. 8.30P 30 ABC CS						99	99	B	14.7	22	1232	1893	684	319	799	395	579	450	311	175	480	212	352	310	232	89	279	190	335	232		
HARDCASTLE & MCCORMICK						7	198	202	A	18.5	27	1550	1957	741	329	818	276	534	501	432	227	767	307	572	515	404	162	198	71^	174	91	
SUN. 8.00P 60 ABC A						98	99	B	18.0	27	1508	1900	692	295	766	289	507	471	382	211	738	304	540	477	379	160	165	67	231	146		
8.00 - 8.30								A	17.5	26	1467	1948	737	332	818	272	531	497	433	232	763	311	572	510	398	160	194	73^	173	93		
8.30 - 9.00								A	19.6	28	1642	1948	741	325	814	274	533	503	433	222	765	300	564	514	407	166	198	67^	171	89		
HART TO HART						5	205	204	A	18.1	31	1517	1560	718	276	808	313	504	446	372	245	570	253	398	339	256	145	111	88	71^	37^	
TUE. 10.00P 60 ABC PD						99	99	B	17.4	29	1458	1570	739	310	829	325	528	468	382	238	573	240	383	328	263	157	118	85	50	29		
10.00 - 10.30								A	17.9	30	1500	1588	735	283	826	318	516	457	382	248	557	249	395	337	252	138	123	99	82	42^		
10.30 - 11.00								A	18.2	32	1525	1534	703	266	791	308	491	439	364	242	582	255	399	339	261	154	102	79	59^	32^		
HILL STREET BLUES						4	212	212	A	18.2	31	1525	1542	680	301	743	318	526	467	324	197	727	372	563	475	288	138	39^	22^	33^	13^	
1 THU. 10.40P 60 NBC OP						99	99	B	18.9	31	1584	1611	689	296	753	329	548	480	342	182	737	353	558	488	321	147	64	29	57	35		
10.00 - 10.30								A	18.4	29	1542	1610	708	324	753	340	554	495	330	178	743	389	563	488	295	151	48^	20^	66^	30^		
10.30 - 11.00								A	18.1	30	1517	1600	717	312	775	352	563	490	330	189	733	382	565	492	295	131	51^	29^	41^	14^		
11.00 - 11.30								A	18.2	33	1525	1401	631	274	699	259	455	425	305	227	697	342	555	447	277	131^	5^	5^	LT	LT		
11.30 - 12.00								A	16.9	36	1416	1492	584	267	710	279	486	423	327	210	753	380	612	472	280	129^	29^	29^	LT	LT		
HOTEL						6	203	203	A	22.5	38	1886	1538	790	320	877	283	494	440	423	316	502	168	317	288	257	151	80	39^	79	58^	
WED. 10.00P 60 ABC GD						99	99	B	23.1	39	1936	1506	786	305	869	267	485	462	436	319	512	183	318	288	250	165	80	50	45	30		
10.00 - 10.30								A	22.5	37	1886	1543	792	318	878	283	496	441	422	318	495	163	313	285	253	153	92	48^	78	54^		
10.30 - 11.00								A	22.5	39	1886	1527	786	320	870	280	491	435	423	313	506	173	321	289	259	150	71	30^	80	61^		
IT'S AN ADVENTURE, C. BROWN(S)						197			A	12.1	21	1014	2328	663	267	719	344	528	416	279	154^	645	266	487	447	323	112^	294	129^	670	388	
2 SAT. 8.00P 60 CBS EA						98			A	11.5	20	964	2321	675	268	724	332	520	420	279	174^	664	258	490	460	346	125^	286	128^	647	378	
8.00 - 8.30								A	12.7	21	1064	2322	652	264	711	355	537	413	279	133^	624	269	480	437	302	97^	300	128^	687	397		
8.30 - 9.00																																
JEFFERSONS						6	197	199	A	17.3	25	1450	1645	813	289	885	230	416	395	382	411	543	171	286	256	232	221	111	53^	106	55^	
1 SUN. 9.24P 30 CBS CS						99	99	B	18.2	26	1525	1592	785	281	869	245	406	389	374	404	505	148	247	241	223	223	101	58	117	76		
2 SUN. 9.00P 30																																
JENNIFER SLEPT HERE						3	201	202	A	10.6	17	888	1946	751	282	815	288	506	487	403	270	621	253	379	342	284	201	176	61^	334	229	
FRI. 8.30P 30 NBC CS						99	99	B	11.1	18	930	1890	695	280	771	253	467	459	384	261	595	214	351	336	279	202	201	80	323	213		
JUST OUR LUCK						6	204	202	A	13.3	20	1115	1857	628	258	700	327	468	373	269	191	498	199	357	323	249	108	305	173	354	263	
TUE. 8.00P 30 ABC CS						98	99	B	14.0	22	1173	1906	663	318	772	358	541	420	309	185	497	228	352	308	220	107	258	159	379	249		
KNIGHT RIDER						6	206	209	A	17.7	26	1483	2074	757	327	819	342	566	498	367	205	635	243	453	398	311	137	218	96	402	253	
SUN. 8.00P 60 NBC A						98	99	B	18.4	27	1542	2146	704	280	784	292	524	487	367	215	680	257	474	438	335	159	264	114	418	276		
8.00 - 8.30								A	16.2	24	1358	2144	789	329	849	343	583	521	390	214	663	238	470	424	341	144	223	97	409	257		
8.30 - 9.00								A	19.1	27	1601	2016	728	326	791	341	549	476	347	200	611	244	436	375	289	133	217	97	397	249		
KNOTS LANDING						6	200	200	A	19.4	33	1626	1497	827	252	928	286	473	440	449	380	388	153	240	229	180	120	111	68^	70^	44^	
1 THU. 10.38P 60 CBS GD						99	99	B	20.0	33	1676	1517	836	269	930	323	510	458	408	350	414	160	254	229	190	131	104	61	69	42		
2 THU. 10.00P 60																																
10.00 - 10.30								A	20.6	33	1726	1584	799	205	911	278	458	452	461	370	408	176	255	255	191	114^	159	111^	106^	64^		
10.30 - 11.00								A	19.4	32	1626	1517	830	237	933	290	481	451	460	374	390	153	235	226	181	122	128	76	66^	48^		
CONT'D																																

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
													TOTAL	18-34	WOMEN 18-25-35-			MEN 18-25-35-			TOTAL	18-34	TEENS (12-17)			TOTAL FEM.	TOTAL	6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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PROGRAM NAME													T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK # DAY		START TIME		DUR	NET	TYPE	PROG.	WK 1	WK 2	K E Y	Avg. Aud. Share %	Avg. Aud. (0.000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M-M							
EVENING CONT'D																																			
NBC MONDAY NIGHT M-CONT'D																																			
MON. 9.00P 120 NBC FF 99 89																																			
9.00 - 9.30																																			
9.30 - 10.00																																			
10.00 - 10.30																																			
10.30 - 11.00																																			
NBC NEWS DIGEST-M-F 30 184 183																																			
1 MMF 8.58P 1 NBC N 89 88																																			
1 TUE. 9.09P 1																																			
1 THU. 9.38P 1																																			
2 M-F 8.58P 1																																			
NBC NEWS DIGEST-2-M-F 13 187 185																																			
1 MON. 10.01P 1 NBC N 93 92																																			
W & F 9.58P 1																																			
NBC NEWS DIGEST-SAT 6 184 193																																			
1 SAT. 8.58P 1 NBC N 88 92																																			
2 SAT. 9.00P 1																																			
NBC NEWS DIGEST-SUN 6 184 193																																			
SUN. 8.58P 1 NBC N 88 92																																			
NBC NEWS DIGEST-2-SUN. 4 187 199																																			

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PROGRAM NAME													T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)											
														18-34	WOMEN			MEN				18-34	WOMEN			MEN			TOTAL FEM.	TOTAL 6-11						
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																																				
20/20-CONT'D																																				
2	THU.	10.00P	60						A 12.6	20	1056	1524	686	334	756	201	445	413	422	268	607	156	360	371	327	204	90^	40^	71^	33^						
		10.00 - 10.30							A 13.1	22	1098	1450	693	286	737	177	410	406	413	282	623	158	326	373	331	224	64^	31^	26^	17^						
		10.30 - 11.00																																		
WALT DISNEY(S)																																				
1	SAT.	8.00P	60	CBS	FV		98		A 12.7	22	1064	2277	654	250	681	417	515	417	178^	118^	676	289	501	457	339	135^	274	89^	646	362						
		8.00 - 8.30							A 12.4	22	1039	2262	650	270	684	421	518	403	161^	127^	683	294	493	459	335	149^	262	77^	633	357						
		8.30 - 9.00							A 13.0	22	1089	2280	658	233	677	413	513	429	196^	109^	668	283	508	458	344	119^	279	96^	656	362						
WE GOT IT MADE																																				
1	THU.	9.40P	30	NBC	CS		98	99	A 14.9	23	1249	1724	762	284	862	321	523	447	357	303	555	241	358	300	228	152	156	121	151	96						
2	THU.	9.00P	30						B 16.1	25	1349	1807	726	299	818	312	504	418	333	276	573	241	378	329	249	157	205	131	211	142						
WEBSTER																																				
	FRI.	8.30P	30	ABC	CS		99	98	A 15.6	25	1307	1787	813	315	929	291	490	411	411	398	502	154	282	255	234	195	151	113	205	151						
									B 16.4	28	1374	1771	777	327	894	321	521	449	375	324	494	172	291	262	220	173	153	96	230	159						
WHIZ KIDS																																				
	WED.	8.00P	60	CBS	A		97	99	A 11.6	18	972	1888	708	318	814	302	516	440	342	270	514	187	342	331	255	138	189	70^	371	285						
		8.00 - 8.30							B 13.1	20	1098	1972	730	310	822	312	515	442	351	262	528	226	364	304	241	134	232	107	390	293						
		8.30 - 9.00							A 11.6	18	972	1836	693	310	799	281	485	410	338	288	496	169	324	307	246	145	176	59^	365	277						
									A 11.6	18	972	1921	721	323	824	323	544	467	342	251	529	202	360	351	261	131	198	79^	370	288						
YELLOW ROSE																																				
	SAT.	10.00P	60	NBC	GD		96	99	A 9.4	16	788	1580	718	282	809	232	469	454	403	275	603	105^	298	319	389	223	91^	34^	77^	50^						
									B 9.6	17	804	1608	707	282	807	247	469	434	397	285	593	140	287	307	348	228	104	62	104	77						
10.00 - 10.30																																				
10.30 - 11.00																																				
*LATE FRINGE																																				
ABC NEWS:NIGHTLINE-T-F																																				
1	TUE.	11.30P	69	ABC	N		94	93	A 5.9	18	494	1346	608	246	631	134	325	347	369	248	669	205	366	358	307	238	41^	17^	LT	LT						
1	W & F	11.30P	60						B 4.7	15	394	1280	572	220	611	141	315	326	337	240	622	184	337	343	295	226	37	17	LT	LT						
1	THU.	11.34P	56																																	
2	TU-F	11.30P	60																																	
		11.30 - 12.00							A 6.9	19	578	1329	617	247	634	135	311	341	366	259	644	201	348	324	287	237	44^	18^	LT	LT						
		12.00 - 12.30							A 5.1	18	427	1311	582	236	602	130^	333	347	360	222	679	206	379	386	319	232	30^	11^	LT	LT						
		12.30 - 1.00							A 4.9	22	411	1328	492^	251^	599	148^	341^	290^	299^	202^	637	165^	313^	379^	283^	258^	92^	46^	LT	LT						
ABC NEWS:NIGHTLINE-MON																																				
1	MON.	1.40A	46	ABC	N		95	94	A 2.5	17	210	1129	405^	95^	433^	200^	291^	204^	181^	114^	696	267^	496^	353^	305^	200^	LT	LT	LT	LT						
2	MON.	12.59A	37						B 2.6	16	218	1193	363	77	393	131	191	166	150	166	784	308	505	433	337	232	LT	LT	LT	LT						
		1.00 - 1.30							A 3.0	18	251	1191	359^	LT	359^	223^	223^	59^	72^	136^	832^	306^	601^	395^	338^	231^	LT	LT	LT	LT						
		1.30 - 2.00							A 2.4	17	201	1109	477^	144^	512^	199^	358^	324^	264^	109^	597	279^	413^	249^	223^	184^	LT	LT	LT	LT						
		2.00 - 2.30							A 1.8	15	151	1119^	438^	192^	510^	178^	364^	350^	292^	87^	609^	185^	444^	444^	371^	165^	LT	LT	LT	LT						
ABC NEWS:NIGHTLINE-THU(B)																																				
1	THU.	12.30A	12	ABC	N		94		A 5.5	22	461	1206	512	228^	512	156^	357^	310^	291^	133^	694	206^	386^	335^	327^	259^	LT	LT	LT	LT						
ABC WEEKEND REPORT-SAT.																																				
	SAT.	11.00P	15	ABC	N		88	87	A 5.6	11	469	1309	539	147^	586	145^	275	322	336	207^	528	179^	311	267	285	193^	186^	154^	LT	LT						
									B 5.1	10	427	1163	500	203	586	177	305	283	280	209	433	127	234	228	220	173	93	68	51	39						
ABC WEEKEND REPORT-SUN.																																				
1	SUN.	11.00P	15	ABC	N		90	90	A 4.8	11	402	1361	607	234^	659	176^	443	495	453	129^	606	231^	438	415	346	135^	52^	LT	44^	LT						
2	SUN.	11.20P	15						B 4.0	10	335	1265	566	175	600	187	369	391	339	167	569	223	386	373	283	136	67	41	29	LT						

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK # DAY START TIME DUR NET TYPE										WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
																						WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
																						TOTAL					TOTAL					TOTAL FEM.		TOTAL	
																						18-34					18-49								
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1983 REPORT

PROGRAM NAME		WK #	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																		
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
																WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
																18-49					18-49					TOTAL FEM.		TOTAL					
																34-49					50-59												
																60-64					65-69												
																70-74					75-79												
																80-84					85-89												
																90-94					95-99												
																100-104					105-109												
																110-114					115-119												
																120-124					125-129												
																130-134					135-139												
																140-144					145-149												
																150-154					155-159												
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																190-194					195-199												
																200-204					205-209												
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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
WK #		DAY		START TIME		DUR		NET		PROG. TYPE		WK 1		WK 2		KEY		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
													TOTAL	18-34	WOMEN 18-49		25-54	35-64		55+	TOTAL	18-34	MEN 18-49		25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
WEEKDAY DAYTIME CONT'D																																	
GUIDING LIGHT																																	
1 M-WTHF		3.00P	60	CBS	DD	30	203	203	A	7.8	24	654	1248	798	136	873	209	362	351	403	439	184	64^	89	70^	62^	92	118	67^	73^	28^		
1 TUE.		3.40P	20				99	99	B	7.4	24	620	1290	834	151	924	262	427	383	390	439	174	58	72	52	68	98	128	75	64	23		
2 M-F		3.00P	60																														
3.00 - 3.30									A	7.6	25	637	1240	819	132	895	217	363	359	409	453	172	60^	82^	63^	54^	89	99	54^	74^	26^		
3.30 - 4.00									A	8.0	24	670	1251	780	134	854	201	360	346	400	425	192	65^	93	73^	69^	97	137	83^	68^	27^		
LOVING																																	
M-F		11.30A	30	ABC	DD	30	203	203	A	3.7	15	310	1206	794	200	868	359	558	474	393	251	241	106^	138^	84^	84^	103^	58^	35^	39^	16^		
							97	97	B	3.5	15	293	1161	745	200	833	354	549	455	364	230	217	95	127	80	75	86	56	45	55	LT		
MATCH GM/HOLLYWOOD																																	
2 M-F		3.00P	60	NBC	QG				A	3.0	9	251	1175	601	92^	697	215^	339^	370^	386^	240^	327^	127^	195	156	167	132	60^	32^	91^	48^		
3.00 - 3.30									B	3.0	9	251	1175	601	92	697	215	339	370	386	240	327	127	195	156	167	132	60	32	91	48		
3.30 - 4.00									A	2.9	9	243	1037	573	74^	642	136^	251^	367^	412^	263^	284^	111^	169^	132^	148^	115^	33^	LT	78^	24^		
									A	3.0	9	251	1295	642	99^	750	292^	424^	375^	362^	215^	367^	143^	223^	184^	188^	144^	79^	43^	99^	64^		
NBC NEWS AT SUNRISE																																	
M-F		6.30A	30	NBC	N	30	171	171	A	1.8	14	151	1106	544	278^	623	113^	299^	299^	358^	291^	411	80^	186^	206^	152^	192^	LT	LT	53^	53^		
							91	91	B	1.5	14	126	1188	584	255	664	127	285	344	354	307	437	94	205	262	206	166	LT	LT	70	70		
NBC SPECIAL TREAT(S)																																	
1 TUE.		4.00P	60	NBC	FV				A	3.1	8	260	1369	374^	327^	581^	207^	246^	93^	251^	281^	512^	319^	319^	308^	89^	104^	26^	LT	250^	177^		
4.00 - 4.30									A	3.1	9	260	1504	396^	373^	592^	196^	273^	123^	277^	273^	661^	373^	373^	346^	173^	115^	54^	LT	197^	142^		
4.30 - 5.00									A	3.2	8	268	1172	336^	265^	544^	209^	209^	56^	212^	279^	340^	255^	255^	255^	LT	85^	LT	LT	288^	201^		
NEWSBREAK-11.57																																	
						30	180	180	A	7.8	32	654	1144	649	112	736	258	350	289	251	346	329	91	148	107	106	181	12^	LT	67^	14^		

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WK # DAY		START TIME		DUR		NET TYPE		PROG.		WK 1 WK 2		KEY		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
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																								TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL FEM.		TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
WEEKDAY DAYTIME CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	

1 TUE.	11.11A	19																													
2 M-F	11.00A	30																													
YOUNG AND THE RESTLESS		30	205	206	A	8.5	32	712	1201	787	123	880	272	430	373	381	397	246	84	124	96	81	119	26^	20^v	49^	12^v				
1 MON.	12.30P	39	CBS	DD	99	99	B	8.1	32	679	1223	810	126	893	275	449	404	234	83	118	93	87	108	30	21	66	12				
	& 12.54P	36																													
1 WED.	12.30P	11																													
	& 12.52P	38																													
1 TH & F	12.30P	60																													
2 M-F	12.30P	60																													
	12.30 - 1.00				A	8.4	32	704	1207	791	127	886	284	446	382	385	385	247	84	124	96	80^	120	21^	19^v	53^	13^v				
	1.00 - 1.30				A	8.6	31	721	1178	779	113	865	258	407	358	371	406	238	81	120	96	79	114	30^	21^	45^	10^v				
WEEKEND DAYTIME																															
ABC WEEKEND SPECIALS		5	182		A	6.5	21	545	2125	460	190^	482	210^	425	334^	215^	57^v	469	184^	369^	346^	255^	30^v	218^	96^v	956	648				
1 SAT.	12.00N	30	ABC	FV	89		B	5.2	18	436	1996	435	171	469	248	365	247	415	225	351	239	164	46	312	194	800	516				
ABC WIDE WORLD-SPORTS SAT		3		203	A	5.9	13	494	1636	563	76^v	608	163^	298^	272^	239^	274^	671	247^	440^	454^	332^	169^	189^	53^v	168^	85^v				
2 SAT.	5.00P	90	ABC	SA	99		B	6.3	14	528	1581	491	208	568	225	339	270	732	288	463	399	324	207	125	16	156	67				
	5.00 - 5.30				A	5.3	13	444	1586	480^	63^v	500^	103^v	210^	214^	183^	265^	792	310^	578	565	407^	159^	141^	40^v	153^	82^v				
	5.30 - 6.00				A	6.3	14	528	1744	573	112^v	643	190^	321^	278^	248^	294^	641	240^	413^	417^	316^	172^	263^	86^v	197^	102^v				
	6.00 - 6.30				A	6.2	12	520	1546	619	48^v	663	190^	352^	309^	277^	260^	582	194^	338^	392^	279^	170^	148^	27^v	153^	74^v				
ALVIN AND THE CHIPMUNKS		8	196	198	A	8.2	28	687	1761	334	187	366	169^	296	256	127^	70^	163^	91^	133^	125^	64^	14^v	297	147^	935	510				
SAT.	10.30A	30	NBC	CA	95	96	B	7.6	27	637	1783	289	137	325	161	264	199	202	127	161	136	55	25	303	125	953	547				
AMERICAN BANDSTAND		4	174		A	4.4	14	369	1596	439^	119^v	631	401^	505^	377^	206^	105^v	366^	222^	323^	265^	144^v	LT	100^v	32^v	499^	266^				
1 SAT.	12.30P	60	ABC	PC	86		B	4.5	15	377	1617	401	200	542	362	466	273	335	193	285	220	135	26	283	201	457	273				
CONT'D																															

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME													T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK # DAY		START TIME		DUR		NET		PROG. TYPE		WK 1 WK 2		KEY		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES											
																						WOMEN		MEN		TEENS (12-17)		CHILDREN (2-11)					
																						18-34		18-49		25-54		35-64		55+			
																						TOTAL		TOTAL		TOTAL		TOTAL		TOTAL			
WEEKEND DAYTIME CONT'D																																	
AMERICAN BANDSTAND-CONT'D																																	
12.30 - 1.00																																	
1.00 - 1.30																																	
ASK NBC NEWS-8:28AM																																	
SAT. 8.28A 2 NBC CN 8 194 199																																	
ASK NBC NEWS-12:28PM																																	
SAT. 12.28P 2 NBC CN 8 168 169																																	
BENJI, ZAX & THE-PRINCE(B)																																	
1 SAT. 11.00A 30 CBS CA 164 81																																	
BENJI, ZAX & THE-PRINCE																																	
2 SAT. 11.00A 30 CBS CA 7 195 98																																	
BEST OF SCOOPY DOO																																	
SAT. 8.00A 30 ABC CA 8 181 181																																	
BISKITTS																																	
SAT. 8.00A 30 CBS CA 8 175 176																																	
BUGS BUNNY/RUNNER 1(B)																																	
1 SAT. 11.30A 30 CBS CA 143 70																																	
BUGS BUNNY/ROAD RUNNER 1																																	
7 171																																	
2 SAT. 11.30A 30 CBS CA 87																																	
BUGS BUNNY/ROAD RUNNER 2																																	
2 SAT. 12.00N 30 CBS CA 4 175 87																																	
BUGS BUNNY/ROAD RUNNER 3																																	
2 SAT. 12.30P 30 CBS CA 4 177 87																																	
CAPTAIN KANGAROO-SAT																																	
SAT. 7.00A 60 CBS CL 8 130 134																																	
7.00 - 7.30																																	
7.30 - 8.00																																	
CBS CHILDREN'S FILM FEST.																																	
2 SAT. 1.30P 30 CBS CL 4 123 61																																	
CBS NFL TODAY																																	
SUN. 12.30P 29 CBS SC 8 192 192																																	
CBS NFL FOOTBALL GAME 1																																	
1 SUN. 12.59P 205 CBS SE 8 207 207																																	
2 SUN. 12.59P 190																																	
1.00 - 1.30																																	
1.30 - 2.00																																	
2.00 - 2.30																																	
2.30 - 3.00																																	
3.00 - 3.30																																	
3.30 - 4.00																																	
4.00 - 4.30																																	
CBS NFL FOOTBALL GAME 2																																	
5 197																																	
CONT'D																																	

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																												
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																												
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. % (0,000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)																			
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11																	
WEEKEND DAYTIME CONT'D																																												
CBS NFL FOOTBALL G-CONT'D																																												
1	SUN.	4.16P	183	CBS	SE	88			B 13.6	28	1140	1604	465	198	518	180	297	257	226	189	882	327	549	503	409	271	95	26	109	83														
		4.00 - 4.30							A 4.7	10	394	1279	399	236	411	102	236	201	230	154	736	190	372	340	358	328	51	15	81	38														
		4.30 - 5.00							A 13.4	29	1123	1302	418	216	452	171	300	222	213	124	776	219	422	360	364	313	29	16	45	33														
		5.00 - 5.30							A 14.1	29	1182	1321	423	242	470	197	313	226	199	133	814	254	452	393	375	312	27	18	10	10														
		5.30 - 6.00							A 14.2	28	1190	1323	401	210	442	187	289	233	188	125	840	258	474	431	415	303	19	8	22	10														
		6.00 - 6.30							A 14.7	26	1232	1460	406	213	460	192	297	241	190	132	836	268	509	479	417	268	108	68	56	35														
		6.30 - 7.00							A 14.5	24	1215	1548	468	267	534	195	317	252	221	174	884	284	535	481	442	290	83	66	47	38														
		7.00 - 7.30							A 17.6	29	1475	1550	589	223	652	184	322	327	301	266	705	170	345	372	350	298	113	38	80	44														
CBS NFL FOOTBALL POST																			3	176	A 11.1	23	930	1383	417	187	443	119	183	105	171	252	701	347	431	322	229	230	64	17	175	53		
2	SUN.	4.14P	15	CBS	SC	85			B 12.2	26	1022	1406	419	144	439	118	182	161	171	226	769	358	527	447	310	199	68	17	130	85														
CBS NFL FOOTBALL POST-2																			3	202	A 19.4	31	1626	1601	643	252	700	216	369	369	311	275	703	189	344	377	330	293	130	45	68	35		
1	SUN.	7.19P	5	CBS	SC	97			B 16.7	29	1399	1624	629	255	687	217	354	339	286	275	733	218	380	407	331	280	101	30	103	74														
CHARLIE BROWN&SNOOPY SHOW																			8	173	201	A 5.4	18	453	1927	333	141	413	241	287	91	95	112	236	162	199	162	60	37	302	85	976	589	
	SAT.	10.30A	30	CBS	CA	85	99		B 5.8	21	486	1766	286	112	347	184	235	136	108	94	268	181	226	173	68	37	318	106	833	524														
DUNGEONS AND DRAGONS																			8	195	196	A 6.0	23	503	1881	205	94	205	113	160	107	69	40	146	107	120	77	39	26	347	123	1183	737	
	SAT.	9.30A	30	CBS	CA	99	98		B 5.9	23	494	1948	210	90	249	124	156	109	76	88	261	193	236	163	58	22	414	106	1024	677														
FACE THE NATION																			8	121	126	A 4.3	13	360	1158	451	148	464	103	178	202	208	262	641	179	219	291	326	350	53	25	LT	LT	
	SUN.	10.30A	30	CBS	CC	84	84		B 3.6	12	302	1209	487	215	510	133	231	229	238	246	571	160	270	301	337	254	67	31	61	29														
FLINTSTONE FUNNIES																			8	194	199	A 3.0	20	251	1386	243	115	290	147	219	144	115	71	236	168	204	172	36	32	119	60	741	490	
	SAT.	8.00A	30	NBC	CA	94	97		B 2.9	21	243	1351	185	61	202	86	119	90	60	81	180	107	123	107	46	41	89	67	880	555														
IN THE NEWS- 8.26AM																			8	175	176	A 3.6	22	302	1546	169	17	169	59	89	67	67	80	153	46	92	92	107	61	36	17	1188	779	
	SAT.	8.26A	3	CBS	CN	93	93		B 3.8	25	318	1632	135	32	147	75	101	72	49	41	191	125	160	149	53	31	185	89	1109	753														
IN THE NEWS- 9.56AM																			8	195	196	A 5.5	20	461	1746	224	109	224	117	173	124	83	44	147	112	124	78	35	23	333	117	1042	614	
	SAT.	9.56A	3	CBS	CN	99	98		B 5.1	20	427	1811	220	96	258	127	162	114	82	91	255	192	228	157	54	22	373	96	925	583														
IN THE NEWS-10.26AM																			7	194		A 5.0	17	419	1535	297	LT	297	211	279	130	86	LT	190	133	133	133	57	57	336	96	712	389	
2	SAT.	10.26A	3	CBS	CN	97			B 4.6	17	385	1730	269	91	317	163	206	130	109	94	246	154	192	153	75	50	332	80	835	513														
IN THE NEWS 10.26AM(B)																			170		A 4.2		352	1929	345	213	459	224	265	41	131	194	LT	LT	LT	LT	LT	LT	LT	LT	236	31	1234	605
1	SAT.	10.26A	3	CBS	CN	83																																						
IN THE NEWS-12.56PM																			4	177		A 5.9	17	494	1739	387	73	387	142	200	200	153	144	323	181	278	278	118	45	257	100	772	386	
2	SAT.	12.56P	3	CBS	CN	87			B 5.4	17	453	1548	310	172	349	177	213	148	110	109	282	164	220	175	104	62	249	79	668	416														
IN THE NEWS- 1.26PM																			4	165		A 5.2	15	436	1647	201	30	201	48	48	117	69	84	371	117	295	321	227	50	320	259	755	441	
2	SAT.	1.26P	3	CBS	CN	84			B 4.5	14	377	1485	286	127	323	176	196	124	68	86	264	150	218	175	105	28	156	101	742	448														
IN THE NEWS-10.56AM																			8	173	201	A 4.6	16	385	1961	365	141	446	238	297	108	112	134	232	167	204	151	55	28	360	102	923	541	
	SAT.	10.56A	3	CBS	CN	85	99		B 5.0	18	419	1678	289	116	349	185	235	135	110	95	275	187	233	180	69	37	298	96	756	466														
IN THE NEWS-11.26AM																			7	195		A 4.3	14	360	1800	346	201	373	214	292	215	78	81	549	481	513	430	48	36	180	94	698	347	
2	SAT.	11.26A	3	CBS	CN	98			B 3.7	13	310	1579	332	154	381	160	229	183	148	125	368	313	333	225	44	29	218	95	612	358														
IN THE NEWS-11.26AM(B)																			164		A 3.0	10	251	1829	531	203	570	148	219	146	258	303	311	143	207	131	168	57	235	83	713	340		
1	SAT.	11.26A	3	CBS	CN	81																																						
KENNER FAMILY CLASSICS(S)																			105		A 2.9	6	243	1292	407	74	407	49	103	111	201	247	370	99	115	98	152	222	239	214	276	127		
2	SUN.	5.00P	60	CBS	CA	57																																						
CONT'D																																												

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
WEEKEND DAYTIME CONT'D																															
KENNER FAMILY CLAS-CONT'D																															
5.00 - 5.30																															
5.30 - 6.00																															
LITTLES																															
SAT. 10.30A 30 ABC CA 8 200 199																															
MEET THE PRESS																															
SUN. 12.00N 30 NBC CC 88 83																															
MENUDO-8:25AM																															
SAT. 8.25A 4 ABC CN 8 181 181																															
MENUDO-10:25AM																															
SAT. 10.25A 4 ABC CN 8 199 199																															
MR. T																															
SAT. 11.00A 30 NBC CA 8 200 201																															
MONCHHICHIS																															
SAT. 9.00A 30 ABC CA 8 195 196																															
NBA BASKETBALL SPECIAL(S)																															
1 SAT. 3.46P 142 CBS SE 96																															
3.30 - 4.00																															
4.00 - 4.30																															
4.30 - 5.00																															
5.00 - 5.30																															
5.30 - 6.00																															
6.00 - 6.30																															
NCAA FOOTBALL PRE																															
1 SAT. 3.30P 11 ABC SC 6 206 210																															
2 SAT. 12.00N 23																															
NCAA FOOTBALL GAME																															
1 SAT. 3.41P 202 ABC SE 99 99																															
2 SAT. 12.24P 200																															
12.00 - 12.30																															
12.30 - 1.00																															
1.00 - 1.30																															
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7.00 - 7.30																															
NCAA FOOTBALL POST																															
2 SAT. 3.33P 19 ABC SC 3 189																															

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
WK		START		DUR		PROG.		WK 1		WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
#	DAY	TIME	NET	TYPE	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	18-34	18-49	18-54	35-64	55+	18-34	18-49	18-54	35-64	55+	TOTAL	FEM.	TOTAL	6-11		
WEEKEND DAYTIME CONT'D																																						
NCAA TODAY-CBS																																						
1	SAT.	12.00N	26	CBS SC	8	202	199	A	4.7	15	394	1340	297	68	330	86	139	125	139	142	638	320	394	298	244	213	126	46	246	160								
2	SAT.	3.30P	12		99	99	B	4.4	14	369	1551	367	141	402	160	206	192	152	160	715	280	441	367	314	242	141	30	293	175									
NCAA FOOTBALL-CBS																																						
1	SAT.	12.26P	200	CBS SE	8	202	202	A	11.5	31	964	1311	307	141	337	79	171	166	176	141	774	261	430	395	351	290	100	33	100	58								
2	SAT.	3.42P	191		99	99	B	9.3	25	779	1396	361	147	397	101	190	178	187	176	780	241	416	383	374	306	123	52	96	60									
12.30 - 1.00							A	6.9	22	578	1341	254	98	314	92	201	127	147	95	825	360	491	377	216	322	122	81	80	20									
1.00 - 1.30							A	9.6	31	804	1447	305	179	362	94	246	177	210	91	880	376	531	398	305	325	151	83	54	37									
1.30 - 2.00							A	10.4	33	872	1438	281	178	315	59	204	168	208	88	875	350	508	410	292	327	200	90	48	28									
2.00 - 2.30							A	10.7	32	897	1322	283	161	313	59	185	164	202	107	781	301	442	341	260	308	137	38	91	52									
2.30 - 3.00							A	12.0	36	1006	1310	303	166	313	79	191	199	183	99	734	248	407	334	252	300	139	41	124	82									
3.00 - 3.30							A	12.6	38	1056	1233	293	130	293	39	164	187	199	106	748	253	386	365	257	310	119	42	73	48									
3.30 - 4.00							A	9.2	26	771	1214	286	128	291	26	117	154	200	128	754	284	400	363	285	289	80	15	89	66									
4.00 - 4.30							A	10.9	30	913	1197	297	94	322	83	137	149	140	159	744	222	368	385	406	282	38	17	93	75									
4.30 - 5.00							A	12.7	32	1064	1209	269	83	295	79	135	137	128	148	734	226	382	378	386	277	62	17	118	84									
5.00 - 5.30																																						

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	Avg. Aud. Share %	Avg. Aud. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
WEEKEND DAYTIME CONT'D																														
NFL FOOTBALL GM 1-NBC(B)						197		A	10.7	24	897	1499	404 146^	423 123^	207^182^	225^196^	814 227^	467 404	473 311	107^ LT	155^ 113^									
2 SUN. 1.00P 197 NBC SE						82		A	8.5	22	712	1469	436 169^	449 97^	227^217^	275^190^	753 185^	437 382	463 287^	77^ LT	190^ 136^									
1.00 - 1.30								A	9.7	23	813	1389	394 186^	419 132^	230^213^	218^155^	708 178^	411 368	430 274^	136^ LT	126^ 80^									
1.30 - 2.00								A	10.7	25	897	1543	407 129^	419 140^	217^196^	196^182^	896 227^	540 491	563 313	91^ LT	137^ 97^									
2.00 - 2.30								A	10.6	24	888	1572	398 130^	416 114^	187^151^	214^217^	895 238^	510 457	542 326	114^ LT	147^ 108^									
2.30 - 3.00								A	11.8	26	989	1570	444 155^	458 138^	230^217^	256 212^	857 270	489 394	454 339	98^ LT	157^ 133^									
3.00 - 3.30								A	11.7	25	980	1414	395 143^	406 111^	167^132^	222^221^	767 224^	407 344	411 331	102^ 5v	139^ 97^									
3.30 - 4.00								A	11.5	24	964	1660	410 151^	444 102^	193^166^	264 236^	857 238^	523 465	527 304	129^ 5v	230^ 152^									
4.00 - 4.30								A	4.7	23	394	1536	244^125^	252^152^	194^144^	100^ 46v	183^117^	151^132^	43v 32v	143^ 91^	958 539									
ONE TO GROW ON-8:58AM SAT. 8.58A 2 NBC CN						96 98		B	4.3	22	360	1569	239 128	249 166	205 137	68 37	174 124	135 99	30 39	145 90	1001 550									
ONE TO GROW ON-10:28AM SAT. 10.28A 2 NBC CN						210 99	210 99	A	9.4	33	788	1840	355 184	375 167	298 245	155 77^	160 84^	110^111^	50^ 31v	290 115^	1015 574									
SAT. 10.28A 2 NBC CN						99 99		B	8.6	32	721	1820	315 149	355 178	289 213	135 49	200 133	164 131	49 23	306 117	959 547									
ONE TO GROW ON-10:58AM SAT. 10.58A 2 NBC CN						196 95	198 96	A	8.6	29	721	1750	335 199	382 172	298 249	126^ 84^	163 86^	131^131^	61^ 16v	273 133^	932 497									
SAT. 10.58A 2 NBC CN						95 96		B	7.8	28	654	1794	293 135	332 160	262 193	118 65	213 131	165 134	54 32	309 144	940 538									
PAC-MAN SAT. 9.30A 30 ABC CA						199 99	200 99	A	6.1	23	511	1730	261 117^	276 152^	211^165^	97^ 39v	80^ 33v	80^ 80^	47v LT	297 212^	1077 660									
SAT. 9.30A 30 ABC CA						99 99		B	5.5	22	461	1729	194 75	218 114	167 136	78 37	124 58	103 99	59 17	222 153	1165 743									
PLASTICMAN SAT. 10.00A 30 CBS CA						170 83	194 97	A	4.8	17	402	1853	343 127^	402 265^	322 102^	100^ 70v	100^ 78^	78^ 78^	22v 22v	299 95^	1052 565									
SAT. 10.00A 30 CBS CA						83 97		B	4.8	17	402	1853	343 127	402 265	322 102	100 70	100 78	78 78	22 22	299 95	1052 565									
PUPPY-FURTHER ADVENTURES SAT. 11.00A 30 ABC CA						196 96	190 92	A	6.2	21	520	1606	248 140^	297 181^	208^101^	55v 76^	239 131^	203^138^	72^ 36v	189^147^	881 571									
SAT. 11.00A 30 ABC CA						96 92		B	5.6	20	469	1829	323 174	386 236	318 207	117 53	231 145	205 132	69 26	280 178	932 557									
RASCALS/RICHIE RICH SAT. 8.30A 30 ABC CA						195 98	195 98	A	4.3	20	360	2147	411 277^	455 287^	401 302^	146^ 22v	337 223^	288^247^	103^ 21v	312^177^	1043 669									
SAT. 8.30A 30 ABC CA						98 98		B	3.8	19	318	1892	249 137	275 131	212 171	119 51	266 158	221 170	87 36	269 125	1082 688									
RUBIK, THE AMAZING CUBE SAT. 10.00A 30 ABC CA						199 99	199 99	A	6.7	25	561	1604	179^ 74^	189^112^	136^ 72^	53^ 43v	97^ 49v	82^ 59^	48v 15v	249 177^	1069 684									
SAT. 10.00A 30 ABC CA						99 99		B	6.7	25	561	1791	197 82	235 145	195 132	75 33	148 86	129 92	57 19	303 167	1105 736									
SATURDAY SUPERCAR SAT. 8.30A 60 CBS CA						187 94	188 94	A	5.6	26	469	1721	196^ 64^	199^ 81^	137^ 95^	79^ 56v	182^ 98^	138^ 95^	84^ 44v	187^ 42v	1153 783									
SAT. 8.30A 60 CBS CA						94 94		B	5.7	28	478	1879	194 69	208 88	129 98	73 71	209 124	186 156	75 23	311 108	1151 787									
8.30 - 9.00								A	5.1	26	427	1616	145^ 17v	145^ 42v	72^ 55v	47v 73^	204^ 91^	136^ 99^	113^ 68v	143^ 17v	1124 783									
9.00 - 9.30								A	6.2	26	520	1754	229 98^	229 108^	184^125^	102^ 36v	158^100^	135^ 90^	58^ 23v	219^ 64^	1148 766									
SCHOOLHOUSE ROCK-11:55AM SAT. 11.55A 4 ABC CN						197 96	190 92	A	6.0	20	503	1905	406 303	497 293	406 231^	147^ 66^	328 225^	288 162^	76^ 27v	187^130^	893 529									
SAT. 11.55A 4 ABC CN						96 92		B	5.6	20	469	1887	379 197	451 268	364 223	126 68	252 156	205 127	72 41	267 167	917 526									
SCOOPY & SCRAPPY DOO SHOW SAT. 11.30A 30 ABC CA						197 96	190 92	A	6.8	23	570	1842	381 267	442 252	348 201^	129^ 74^	302 203^	269 157^	72^ 27v	177^117^	921 543									
SAT. 11.30A 30 ABC CA						96 92		B	6.1	21	511	1897	366 189	437 270	359 209	117 61	248 157	210 131	70 34	277 169	935 540									
SHIRT TALES SAT. 8.30A 30 NBC CA						200 96	204 98	A	4.3	22	360	1531	245^128^	253^158^	202^142^	95^ 42v	196^127^	164^133^	48v 32v	136^ 83^	946 561									
SAT. 8.30A 30 NBC CA						96 98		B	3.9	21	327	1506	200 100	213 127	169 129	68 38	165 112	124 84	30 41	153 92	975 566									
SMURFS I SAT. 9.00A 30 NBC CA						210 99	210 99	A	5.9	25	494	1702	234^121^	271 172^	243 165^	87^ 28v	226^132^	170^158^	86^ 24v	237^140^	968 524									
SAT. 9.00A 30 NBC CA						99 99		B	5.6	25	469	1714	244 98	276 168	216 144	80 38	207 147	176 132	50 19	246 143	985 519									
SMURFS II SAT. 9.30A 30 NBC CA						210 99	210 99	A	8.1	31	679	1770	275 136^	306 178	267 179	117^ 39v	209 106^	140^165^	91^ 23v	312 123^	943 509									
SAT. 9.30A 30 NBC CA						99 99		B	7.4	29	620	1763	275 119	314 182	259 171	109 37	197 121	160 139	64 21	265 131	987 525									
SMURFS III SAT. 10.00A 30 NBC CA						210 99	210 99	A	8.8	31	737	1821	343 174	368 171	297 231	148^ 71^	173 98^	123^126^	56^ 29v	272 106^	1008 549									
SAT. 10.00A 30 NBC CA						99 99		B	8.2	31	687	1876	320 151	363 186	299 212	139 47	204 139	169 139	50 20	315 122	994 559									

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. SHARE % (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
														TOTAL	18- 34	WOMEN 18- 25- 35- 49 54 64				55+	TOTAL	18- 34	MEN 18- 25- 35- 49 54 64				55+	TOTAL																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
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KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. OCT. 24, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					18,440 22.0				31,090 37.1									
	ABC TV						← THAT'S INCREDIBLE (SD) →				← NFL MONDAY NIGHT FOOTBALL NEW YORK GIANTS VS ST. LOUIS (9:00-12:50AM) (-OP) →									
	AVERAGE AUDIENCE (Households (000) & %)	{					13,740 16.4	15.5*		17.2*	13,160 15.7	17.9*		18.9*		18.5*		17.0*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					26 14.9	24 *	17.3	27 *	29 18.0	27 *		28 *		28 *	17.5	26 *		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					20,780 24.8				21,200 25.3		18,940 22.6		16,170 19.3					
	CBS TV						← SCARECROW & MRS. KING (SD) →				← AFTERMASH →		← NEWHART →		← EMERALD POINT, N.A.S. →					
	AVERAGE AUDIENCE (Households (000) & %)	{					15,840 18.9	18.4*		19.5*	18,180 21.7		16,840 20.1		12,400 14.8	15.3*		14.4*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					28 18.4	28 *	19.2	29 *	31 21.0		29 22.3		24 15.7	24 *	14.8	24 *		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					13,910 16.6				25,220 30.1									
	NBC TV						← BOONE (SD) →				← NBC MONDAY NIGHT MOVIES THE HAUNTING PASSION (SD) →									
	AVERAGE AUDIENCE (Households (000) & %)	{					10,140 12.1	11.6*		12.6*	16,510 19.7	17.8*		19.3*		20.7*		20.9*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					18 11.9	18 *	12.1	19 *	30 17.3	26 *		28 *		32 *	21.0	34 *		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					17,010 20.3				31,430 37.5									
	ABC TV						← THAT'S INCREDIBLE (SD) →				← NFL MONDAY NIGHT FOOTBALL WASHINGTON VS SAN DIEGO (9:00-12:29AM) (-OP) →									
	AVERAGE AUDIENCE (Households (000) & %)	{					11,560 13.8	13.0*		14.5*	14,500 17.3	18.4*		20.1*		20.7*		17.7*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					22 12.8	21 *	14.2	23 *	31 17.9	28 *		29 *		32 *	17.9	29 *		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					19,270 23.0				19,110 22.8		18,350 21.9		16,590 19.8					
	CBS TV						← SCARECROW & MRS. KING (SD) →				← AFTERMASH →		← NEWHART →		← EMERALD POINT, N.A.S. →					
	AVERAGE AUDIENCE (Households (000) & %)	{					15,170 18.1	17.5*		18.7*	16,510 19.7		16,510 19.7		12,820 15.3	15.4*		15.1*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					28 16.9	27 *	18.8	28 *	29 18.9		29 20.4		26 19.6	25 *	15.4	27 *		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					12,400 14.8				19,440 23.2									
	NBC TV						← BOONE (SD) →				← NBC MONDAY NIGHT MOVIES WHEN YOUR LOVER LEAVES →									
	AVERAGE AUDIENCE (Households (000) & %)	{					9,300 11.1	10.8*		11.5*	12,150 14.5	13.1*		14.8*		15.2*		15.0*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					17 10.9	17 *	11.3	17 *	23 12.6	19 *		22 *		24 *	15.4	27 *		
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	WK. 2	61.7	63.1	63.4	65.3	65.7	66.7	67.0	67.7	68.3	69.5	69.3	68.2	65.7	63.7	62.1	60.1
					57.6	58.8	60.9	62.3	63.1	64.3	65.7	65.9	67.1	69.1	68.0	67.4	63.7	61.1	58.1	54.4

For explanation of symbols, See page A.

EVE. MON. OCT. 31, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. OCT.25, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)				14,250 17.0		14,250 17.0		13,910 16.6		13,410 16.0		17,600 21.0			
	ABC TV				JUST OUR LUCK		HAPPY DAYS		THREE'S COMPANY		OH MADELINE (SD)		HART TO HART			
	AVERAGE AUDIENCE (Households (000) & %)				12,320 14.7		12,990 15.5		12,070 14.4		10,640 12.7		13,740 16.4			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				22 14.3		23 15.1		21 14.2		19 12.1		27 15.9			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)				15,340 18.3				23,720 28.3							
	CBS TV				MISSISSIPPI (SD)						CBS TUESDAY NIGHT MOVIES FIRST AFFAIR					
	AVERAGE AUDIENCE (Households (000) & %)				12,400 14.8		14.4* 22 *		15.2* 22 *		16,590 19.8 17.7* 26 *		19.8* 29 *			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				22 14.0		14.8 15.1		15.2 15.2		17.0 18.5		19.5 20.1			
WEEK 3	TOTAL AUDIENCE (Households (000) & %)				29,500 35.2				A TEAM (SD)				15,920 19.0			
	NBC TV												BAY CITY BLUES			
	AVERAGE AUDIENCE (Households (000) & %)				20,780 24.8		22.1* 34 *		25.3* 37 *		26.6* 38 *		25.0* 37 *			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				21.2 23.0		23.0 25.0		25.7 27.0		26.1 27.0		23.1 23.1			
WEEK 4	TOTAL AUDIENCE (Households (000) & %)				12,070 14.4		12,070 14.4		15,840 18.9		14,250 17.0		19,940 23.8			
	ABC TV				JUST OUR LUCK		HAPPY DAYS		THREE'S COMPANY		OH MADELINE (SD)		HART TO HART			
	AVERAGE AUDIENCE (Households (000) & %)				9,970 11.9		11,150 13.3		14,160 16.9		12,820 15.3		16,510 19.7			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				18 11.9		19 11.8		25 12.7		24 13.9		35 16.1			
WEEK 5	TOTAL AUDIENCE (Households (000) & %)				12,910 15.4				18,020 21.5							
	CBS TV				MISSISSIPPI (SD)						CBS TUESDAY NIGHT MOVIES THIS GIRL FOR HIRE					
	AVERAGE AUDIENCE (Households (000) & %)				10,640 12.7		12.3* 19 *		13.0* 19 *		9,640 11.5 12.5* 19 *		11.6* 18 *			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				19 12.2		19 * 12.5		19 * 13.0		19 * 13.1		18 * 12.8			
WEEK 6	TOTAL AUDIENCE (Households (000) & %)				23,130 27.6				18,020 21.5				12,910 15.4			
	NBC TV								A TEAM (SD)		REMINGTON STEELE		BAY CITY BLUES			
	AVERAGE AUDIENCE (Households (000) & %)				19,440 23.2		22.4* 34 *		23.9* 35 *		13,740 16.4 16.4* 25 *		8,800 10.5 16.5* 26 *			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				21.3 23.6		24.1 23.8		25 16.7		25 * 16.1		19 * 16.7			
TV HOUSEHOLDS USING TV WK. 1																
(See Def. 1) WK. 2																

For explanation of symbols, See page A.

EVE.TUE. NOV 1 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. OCT.26, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1		TOTAL AUDIENCE (Households (000) & %)					19,940 23.8				22,460 26.8				23,380 27.9			
		ABC TV								FALL GUY			DYNASTY (SD)					HOTEL
		AVERAGE AUDIENCE (Households (000) & %)					15,670 18.7	17.6*			19,190 22.9	21.9*		23.9*	20,200 24.1	23.7*		24.5*
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 16.7	29 * 18.4		19.9* 20.4	32 * 21.5	34 * 22.3		37 * 24.1	40 23.4	39 * 24.0		41 * 24.5
W E E K 2		TOTAL AUDIENCE (Households (000) & %)					12,910 15.4				16,010 19.1							
		CBS TV								WHIZ KIDS (SD)					CBS WEDNESDAY NIGHT MOVIE HAPPY			
		AVERAGE AUDIENCE (Households (000) & %)					9,800 11.7	11.8*		11.5* 18 *	8,550 10.2	10.0*		10.0*		10.6*		10.3*
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 11.8	19 * 11.8		18 * 11.5	16 10.3	16 * 9.7		16 * 10.0		17 * 10.8		17 * 10.3
W E E K 1		TOTAL AUDIENCE (Households (000) & %)					17,850 21.3				17,770 21.2		16,340 19.5		15,250 18.2			
		NBC TV								REAL PEOPLE (SD)		FACTS OF LIFE	FAMILY TIES (SD)				ST. ELSEWHERE	
		AVERAGE AUDIENCE (Households (000) & %)					13,490 16.1	15.2*		17.0* 27 *	15,670 18.7		14,750 17.6		12,230 14.6	14.8*		14.3*
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 14.8	25 * 15.6		27 * 17.2	29 18.0	27 19.4	27 17.8	24 17.4	24 15.0	24 * 14.6		24 * 14.7
W E E K 2		TOTAL AUDIENCE (Households (000) & %)					18,940 22.6				22,120 26.4				21,120 25.2			
		ABC TV								FALL GUY			DYNASTY (SD)					HOTEL
		AVERAGE AUDIENCE (Households (000) & %)					15,250 18.2	17.6*		18.8* 28 *	18,520 22.1	21.2*		22.9*	17,430 20.8	21.2*		20.4*
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 17.2	26 * 18.1		28 * 19.1	33 20.6	31 * 21.8		34 * 22.6	35 21.4	35 * 21.1		35 * 20.6
W E E K 2		TOTAL AUDIENCE (Households (000) & %)					12,650 15.1				18,180 21.7							
		CBS TV								WHIZ KIDS (SD)					CBS WEDNESDAY NIGHT MOVIE RITA HAYWORTH: THE LOVE GODDESS			
		AVERAGE AUDIENCE (Households (000) & %)					9,640 11.5	11.3*		11.7* 17 *	10,560 12.6	12.0*		12.5*		13.2*		12.6*
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 11.6	17 * 11.1		17 * 11.6	20 11.9	18 * 12.0		19 * 12.5		21 * 13.3		22 * 13.2
W E E K 2		TOTAL AUDIENCE (Households (000) & %)					20,110 24.0				18,180 21.7		16,260 19.4		15,500 18.5			
		NBC TV								REAL PEOPLE (SD)		FACTS OF LIFE	FAMILY TIES (SD)				ST. ELSEWHERE	
		AVERAGE AUDIENCE (Households (000) & %)					16,010 19.1	18.8*		19.4* 29 *	16,510 19.7		14,670 17.5		12,070 14.4	14.4*		14.3*
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 18.3	28 * 19.3		29 * 19.4	29 19.0	26 20.3	26 17.7	24 17.3	24 14.7	23 * 14.1		25 * 14.3
TV HOUSEHOLDS USING TV WK 1			56.4	57.5	58.8	60.0	60.7	61.9	62.8	63.5	63.8	64.7	64.3	64.0	61.9	60.8	59.9	58.4
(See Def. 1) WK 2			61.2	62.3	62.9	64.2	66.0	67.6	67.9	67.9	67.7	68.0	67.2	66.5	62.6	60.2	58.6	56.5

U.S. TV Households: 83,800,000

For explanation of symbols. See page A

EVE.WED. NOV.2, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. OCT.27, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)							9,970 11.9		12,490 14.9				16,340 19.5			
	ABC TV							REAGAN ADDRESS- ABC (8:00-8:34PM) (SUS)	9 TO 5 (8:34-9:04PM) (-OP)		TRAUMA CENTER (9:04-10:04PM) (OP)(+OP)				20/20 (10:04-11:04PM) (OP)(SD)(-OP)		
	AVERAGE AUDIENCE (Households (000) & %)							8,300 9.9		8,460 10.1				10,220 12.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %							16 10.0	9.9	16 9.4	9.4*	15 * 10.1	10.6* 11.1	17 * 10.6	11.0* 11.2	17 * 12.8	13.1* 13.4
E K 1	TOTAL AUDIENCE (Households (000) & %)					25,980 31.0				25,890 30.9						19,190 22.9	
	CBS TV					REAGAN ADDRESS- CBS (8:00-8:38PM) (SUS)		MAGNUM, P.I. (8:38-9:38PM) (R)(+OP)			SIMON & SIMON (9:38-10:38PM) (OP)(SD)(-OP)				KNOTS LANDING (10:38-11:38PM) (OP)(-OP)		
	AVERAGE AUDIENCE (Households (000) & %)					19,780 23.6	21.7*			20,110 24.6*	23.1*			15,500 18.5			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					37 21.1	34 * 22.0			39 * 25.0	38 23.1	36 * 23.2		24.7* 24.5	18.5 18.7	33 18.6	18.6*
1	TOTAL AUDIENCE (Households (000) & %)					16,260 19.4		16,090 19.2		17,010 20.3		17,180 20.5		18,350 21.9			
	NBC TV					REAGAN ADDRESS- NBC (8:00-8:40PM) (SUS)		GIMME A BREAK (8:40-9:10PM) (+OP)	MAMA'S FAMILY (9:10-9:40PM) (OP)(+OP)	WE GOT IT MADE (9:40-10:10PM) (OP)(SD)(+OP)		CHEERS (10:10-10:40PM) (OP)(+OP)		HILL STREET BLUES (10:40-11:40PM) (OP)(-OP)			
	AVERAGE AUDIENCE (Households (000) & %)					13,410 16.0		13,660 16.3		14,330 17.1		15,080 18.0		15,080 18.0			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 14.8	26 16.0		27 15.5	28 16.0	27 16.2	28 16.8		32 17.5	30 * 18.0	31 * 18.3	18.1
W E K 2	TOTAL AUDIENCE (Households (000) & %)					21,450 25.6								15,420 18.4			
	ABC TV							BATTLE-NETWORK STARS (SD)							20/20		
	AVERAGE AUDIENCE (Households (000) & %)					12,070 14.4	12.8*		13.3*		16.2*		15.4*	11,400 13.6	14.0*		13.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 12.8	20 * 12.8		20 * 13.2		24 * 13.5		23 * 16.4	22 * 15.4	22 * 15.3	22 * 14.3	22 * 13.7
E K 2	TOTAL AUDIENCE (Households (000) & %)					24,640 29.4				23,800 28.4				20,110 24.0			
	CBS TV							MAGNUM, P.I. (SD)			SIMON & SIMON				KNOTS LANDING		
	AVERAGE AUDIENCE (Households (000) & %)					19,440 23.2	21.5*		25.0*	19,270 23.0	23.0*		23.1*	17,010 20.3	20.6*		19.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					36 20.8	33 * 22.2		38 * 24.6	34 23.1	34 * 22.9	35 * 23.2	33 23.0	33 20.3	33 * 20.9	33 * 20.4	33 * 19.4
2	TOTAL AUDIENCE (Households (000) & %)					13,910 16.6		12,910 15.4		12,070 14.4		14,500 17.3		18,770 22.4			
	NBC TV							GIMME A BREAK	MAMA'S FAMILY (SD)	WE GOT IT MADE		CHEERS			HILL STREET BLUES		
	AVERAGE AUDIENCE (Households (000) & %)					11,980 14.3		11,560 13.8		10,560 12.6		12,820 15.3		15,340 18.3	18.4*		18.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 13.8		21 14.0		19 13.4		23 14.1		30 12.5	29 * 12.7	30 * 15.0	30 * 15.7
TV HOUSEHOLDS USING TV WK. 1		54.8	56.4	58.8	60.7	61.3	62.3	62.6	63.1	62.9	63.7	63.5	63.4	63.5	62.4	60.4	58.1
(See Def. 1) WK. 2		58.6	60.1	60.5	61.9	63.5	65.0	65.9	66.7	67.0	66.8	66.8	66.2	63.3	62.7	61.4	59.0

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.THU. NOV.3, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. OCT.28, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					13,910 16.6		14,750 17.6		14,250 17.0				15,920 19.0			
	ABC TV					BENSON		WEBSTER				LOTTERY (SD)				MATT HOUSTON	
	AVERAGE AUDIENCE (Households (000) & %)					11,900 14.2		12,740 15.2		10,810 12.9	12.7*		13.1*	12,400 14.8	14.3*		15.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 13.5	14.9	26 15.0	15.5	21 12.7	21* 12.7	13.1	22* 13.2	26 14.3	24* 14.4	15.0	27* 15.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,100 21.6		16,930 20.2		23,380 27.9				20,950 25.0			
	CBS TV					GARFIELD ON THE TOWN		CHARLIE BROWN- GRT. PUMPKIN (R)(SD)				DALLAS				FALCON CREST	
	AVERAGE AUDIENCE (Households (000) & %)					15,590 18.6		15,080 18.0		20,110 24.0	23.3*		24.6*	17,850 21.3	21.7*		20.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					33 18.4	18.8	30 17.4	18.7	40 22.9	39* 23.8	24.6	40* 24.7	37 22.0	37* 21.4	21.2	37* 20.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					8,460 10.1		9,550 11.4		12,230 14.6				8,970 10.7			
	NBC TV					MR. SMITH		JENNIFER SLEPT HERE (SD)				MANIMAL (SD)				FOR LOVE AND HONOR	
	AVERAGE AUDIENCE (Households (000) & %)					6,870 8.2		8,130 9.7		9,220 11.0	10.4*		11.5*	6,540 7.8	7.7*		8.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					14 8.6	7.8	16 9.7	9.7	18 10.0	17* 10.8	11.4	19* 11.6	14 7.8	13* 7.6	7.9	14* 8.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,250 18.2		14,830 17.7		13,240 15.8				15,420 18.4			
	ABC TV					BENSON		WEBSTER				LOTTERY (SD)				MATT HOUSTON	
	AVERAGE AUDIENCE (Households (000) & %)					13,320 15.9		13,410 16.0		10,390 12.4	12.4*		12.5*	12,150 14.5	14.1*		14.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 15.1	16.8	25 15.8	16.2	19 12.3	19* 12.5	12.5	19* 12.5	24 13.7	23* 14.4	14.8	25* 15.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					19,360 23.1				25,390 30.3				22,710 27.1			
	CBS TV							DUKES OF HAZZARD (SD)				DALLAS				FALCON CREST	
	AVERAGE AUDIENCE (Households (000) & %)					15,500 18.5	17.5*		19.5*	22,460 26.8	26.1*		27.5*	19,440 23.2	23.8*		22.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 16.8	29* 18.1		30* 19.2	41 25.3	40* 27.0	27.6	42* 27.5	39 23.9	39* 23.7	23.0	38* 22.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					9,890 11.8		10,810 12.9		11,400 13.6				10,140 12.1			
	NBC TV					MR. SMITH		JENNIFER SLEPT HERE (SD)				MANIMAL (SD)				FOR LOVE AND HONOR	
	AVERAGE AUDIENCE (Households (000) & %)					8,460 10.1		9,550 11.4		8,970 10.7	10.6*		10.8*	7,460 8.9	8.7*		9.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16 10.3	9.9	18 11.2	11.5	16 10.5	16* 10.8	10.9	17* 10.7	15 8.7	14* 8.7	8.9	16* 9.4
TV HOUSEHOLDS USING TV WK. 1		52.5	52.8	54.1	55.8	56.7	57.7	58.6	59.7	59.2	60.1	60.6	61.0	59.0	57.9	57.5	56.6
(See Def. 1) WK. 2		57.2	58.3	59.1	59.3	60.2	62.4	63.7	64.4	65.0	66.0	65.1	64.7	61.3	60.7	59.9	58.0

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.FRI. NOV.4, 1983

		TIME																		
		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																			
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE %																			
	AVG. AUD. BY ¼ HR. %																			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																			
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE %																			
	AVG. AUD. BY ¼ HR. %																			
WEEK 3	TOTAL AUDIENCE (Households (000) & %)																			
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE %																			
	AVG. AUD. BY ¼ HR. %																			
WEEK 4	TOTAL AUDIENCE (Households (000) & %)																			
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE %																			
	AVG. AUD. BY ¼ HR. %																			
WEEK 5	TOTAL AUDIENCE (Households (000) & %)																			
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE %																			
	AVG. AUD. BY ¼ HR. %																			
WEEK 6	TOTAL AUDIENCE (Households (000) & %)																			
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE %																			
	AVG. AUD. BY ¼ HR. %																			
TV HOUSEHOLDS USING TV (See Def. 1)																				
WK. 1																				
WK. 2																				

U.S. TV Households: 83,800,000

(1) NCAA FOOTBALL GAME, VARIOUS TEAMS AND TIMES, ABC, (3:41-7:14PM)

A-13 (2) NCAA FOOTBALL-CBS, VARIOUS TEAMS AND TIMES, CBS, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

EVE.SAT. NOV.5, 1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 5,110
(Households (000) & %) { 6.1

ABC TV

ABC
WEEKEND
REPORT-
SAT.

AVERAGE AUDIENCE { 5,030
(Households (000) & %) { 6.0

SHARE OF AUDIENCE % 12
AVG. AUD. BY ¼ HR. % 6.0

W

TOTAL AUDIENCE {
(Households (000) & %) {

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {

E

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE { 9,550
(Households (000) & %) { 11.4

NBC TV

FRIDAY NIGHT VIDEOS SP ED
(11:30-12:40AM)
(SUSTAINING 12:40-1:00AM)

AVERAGE AUDIENCE { 5,280
(Households (000) & %) { 6.3

SHARE OF AUDIENCE % 7.6*
AVG. AUD. BY ¼ HR. % 17

6.1*	4.6*
18 *	16 *
7.2	4.0

TOTAL AUDIENCE { 4,780
(Households (000) & %) { 5.7

ABC TV

ABC
WEEKEND
REPORT-
SAT.

AVERAGE AUDIENCE { 4,360
(Households (000) & %) { 5.2

SHARE OF AUDIENCE % 11
AVG. AUD. BY ¼ HR. % 5.2

W

TOTAL AUDIENCE {
(Households (000) & %) {

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {

E

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE { 10,060
(Households (000) & %) { 12.0

NBC TV

SATURDAY NIGHT
(11:30-12:50AM)
(SUSTAINING 12:50-1:00AM)

AVERAGE AUDIENCE { 5,700
(Households (000) & %) { 6.8

SHARE OF AUDIENCE % 7.8*
AVG. AUD. BY ¼ HR. % 20

6.4*	5.9*
21 *	21 *
7.4	5.4

TV HOUSEHOLDS USING TV WK. 1	53.1	49.7	43.6	40.1	36.1	33.3	30.1	27.7	24.9	22.9	20.2	17.8	15.9	14.4	12.7	11.3
(See Def. 1) WK. 2	48.8	45.1	39.2	36.7	33.4	31.5	29.2	26.8	23.7	21.8	19.4	16.9	15.2	13.6	12.3	10.9

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

EVE.SAT. NOV.5, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

[EVE. SUN. OCT. 30, 1983]

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 17,510 20.9		RIPLEY'S BELIEVE IT-NOT		{ 19,780 23.6		HARDCASTLE & MCCORMICK (SD)		{ 24,640 29.4		ABC SUNDAY NIGHT MOVIE KILLER IN THE FAMILY (SD)															
	ABC TV																											
	AVERAGE AUDIENCE (Households (000) & %)		{ 12,230 14.6		13.6*		15.6*		17.7		16.4*		19.0*		21.7		20.4*		22.2*		22.3*		21.8*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{ 22 12.3		21 *		23 *		26		24 *		27 *		34		30 *		34 *		36 *		38 *					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 28,580 34.1		60 MINUTES (7:24-8:24PM) (OP)(-OP)		{ 15,670 18.7		ALICE (8:24-8:54PM) (OP)(-OP)		{ 18,770 22.4		ONE DAY AT A TIME (8:54-9:24PM) (OP)(SD)(-OP)		{ 16,340 19.5		JEFFERSONS (9:24-9:54PM) (OP)(-OP)		{ 15,920 19.0		GOODNIGHT, BEANTOWN (9:54-10:24PM) (OP)(-OP)		{ 18,020 21.5		TRAPPER JOHN, M.D. (10:24-11:24PM) (OP)			
	CBS TV																											
	AVERAGE AUDIENCE (Households (000) & %)		{ 20,110 24.0		23.1*		13,910		16.6		15,590		18.6		14,750		17.6		14,250		17.0		13,490		16.1		15.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{ 36 17.5		35 *		24		16.6		16.3		27		26		27		27		30		30		15.8		27 *	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		{ 13,410 16.0		FIRST CAMERA		{ 19,610 23.4		KNIGHT RIDER (SD)		{ 18,860 22.5		MOTOWN 25 SPECIAL (R)(SD)															
	NBC TV																											
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,210 9.8		9.3*		10.4*		17.8		16.2*		19.3*		14.7		15.3*		15.3*		14.9*		13.4*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{ 15 8.1		14 *		16 *		26		24 *		28 *		23		23 *		23 *		24 *		23 *					

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 16,510 19.7		{ 20,360 24.3		{ 30,500 36.4														
	ABC TV		RIPLEY'S BELIEVE IT-NOT				HARDCASTLE & MCCORMICK (SD)				ABC SUNDAY NIGHT MOVIE STIR CRAZY (9:00-11:10PM) (SD)										
	AVERAGE AUDIENCE (Households (000) & %)		{ 11,730 14.0		{ 16,170 19.3		{ 22,370 26.7		{ 26.2* 37 *		{ 26.9* 40 *		{ 27.0* 42 *		{ 26.6* 43 *						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{ 21 11.7		{ 28 18.2		{ 41 25.7		{ 37 *		{ 40 *		{ 42 *		{ 43 *						
TOTAL AUDIENCE (Households (000) & %)		{ 26,730 31.9		{ 16,010 19.1		{ 15,250 18.2		{ 15,920 19.0		{ 13,740 16.4		{ 13,910 16.6									
CBS TV		60 MINUTES				ALICE		ONE DAY AT A TIME (SD)		JEFFERSONS		GOODNIGHT, BEANTOWN		TRAPPER JOHN, M.D.							
AVERAGE AUDIENCE (Households (000) & %)		{ 20,700 24.7		{ 23.6* 37 *		{ 25.8* 39 *		{ 14,080 16.8		{ 13,830 16.5		{ 14,250 17.0		{ 12,070 14.4		{ 11,310 13.5		{ 13.6* 21 *		{ 13.4* 22 *	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{ 38 22.3		{ 37 *		{ 39 *		{ 25 17.0		{ 23 16.5		{ 24 15.9		{ 21 17.1		{ 21 16.8		{ 21 *		{ 22 *	
TOTAL AUDIENCE (Households (000) & %)		{ 8,460 10.1		{ 9,300 11.1		{ 18,440 22.0		{ 19,360 23.1													
NBC TV		(2) (3) (-OP) (OP)		FIRST CAMERA		KNIGHT RIDER (SD)		NBC SUNDAY NIGHT MOVIE PRINCESS DAISY, PART 1 (SD)													
AVERAGE AUDIENCE (Households (000) & %)		{ 8,550 10.2		{ 5,950 7.1		{ 14,670 17.5		{ 13,910 16.6		{ 16.5* 24 *		{ 16.8* 25 *		{ 17.0* 26 *		{ 16.2* 26 *					
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{ 17 10.2		{ 11 7.6		{ 25 15.2		{ 27 *		{ 25 16.3		{ 24 *		{ 26 *		{ 26 *					

TV HOUSEHOLDS USING TV	WK. 1	64.7	65.7	66.4	66.6	67.5	68.1	68.8	69.4	67.6	67.3	66.7	65.1	63.6	61.6	58.8	56.2
(See Def. 1)	WK. 2	63.2	65.2	66.2	67.2	67.4	68.5	70.0	70.5	69.9	69.9	68.2	67.0	65.5	64.5	63.0	61.1

U.S. TV Households: 83,800,000

(1) CBS NFL FOOTBALL GAME 2, L.A. RAMS VS MIAMI & GREEN BAY VS CINCINNATI, CBS, (4:16-7:19PM)

A-17 (2) NFL FOOTBALL GAME 2-NBC, VAR TEAMS, NBC, MULTI-SEG (3) NFL FOOTBALL POST 2 NBC, NBC, (7:04-7:15PM)

For explanation of symbols, See page A.

EVE. SUN. NOV. 6, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. OCT.30, 1983

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,780 5.7														
	ABC TV		ABC WEEKEND REPORT-SUN.														
	AVERAGE AUDIENCE (Households (000) & %)	{	4,440 5.3														
	SHARE OF AUDIENCE %		11														
	AVG. AUD. BY ¼ HR. %		5.3														
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,020 4.8														
	CBS TV		TRAPPER JOHN, M.D. (10:24-11:24PM) (-OP)														
	AVERAGE AUDIENCE (Households (000) & %)	{	3,770 4.5														
	SHARE OF AUDIENCE %		12														
W E E K 3	AVG. AUD. BY ¼ HR. %		17.1	4.8	4.3												
	TOTAL AUDIENCE (Households (000) & %)	{			1,840 2.2												
	NBC TV				NBC LATE NIGHT MOVIE COCAINE: ONE MAN'S SEDUCTION(R) (11:30-12:14AM) (SUSTAINING 12:14-1:30AM)												
	AVERAGE AUDIENCE (Households (000) & %)	{			1,420												
	SHARE OF AUDIENCE %				1.7	1.7*	1.6*										
W E E K 4	AVG. AUD. BY ¼ HR. %				6	6 *	7 *										
	TOTAL AUDIENCE (Households (000) & %)	{			3,690 4.4												
	ABC TV		(1) (-OP)		ABC WEEKEND REPORT-SUN. (11:20-11:35PM) (OP)												
	AVERAGE AUDIENCE (Households (000) & %)	{			3,520												
	SHARE OF AUDIENCE %		26.7*		4.2												
W E E K 5	AVG. AUD. BY ¼ HR. %		48 *		11												
	TOTAL AUDIENCE (Households (000) & %)	{	26.7	4.3	4.1												
	CBS TV				CBS SUNDAY NEWS- OSGOOD												
	AVERAGE AUDIENCE (Households (000) & %)	{	4,610 5.5		4,190												
	SHARE OF AUDIENCE %		5.0		5.0												
W E E K 6	AVG. AUD. BY ¼ HR. %		9		5.0												
	TOTAL AUDIENCE (Households (000) & %)	{			2,100 2.5												
	NBC TV				NBC LATE NIGHT MOVIE ALL THE PRESIDENTS MEN(R) (11:30-12:10AM) (SUSTAINING 12:10-1:30AM)												
	AVERAGE AUDIENCE (Households (000) & %)	{			1,420												
	SHARE OF AUDIENCE %				1.7	1.7*	1.7*										
W E E K 7	AVG. AUD. BY ¼ HR. %				5	5 *	6 *										
	TOTAL AUDIENCE (Households (000) & %)	{			1.7	1.7	1.7										
	TV HOUSEHOLDS USING TV WK. 1		48.4	42.1	33.9	27.6	23.3	21.1	18.1	16.1	13.9	12.0	10.8	9.6	8.3	7.8	7.2
	(See Def. 1) WK. 2		56.1	43.9	35.6	30.3	26.2	23.6	21.0	19.3	16.9	14.5	12.8	10.9	9.8	8.5	7.4
																	6.7

U.S. TV Households: 83,800,000
(1) ABC SUNDAY NIGHT MOVIE, STIR CRAZY, ABC, (9:00-11:10PM)

For explanation of symbols, See page A.

EVE.SUN. NOV.6, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			4,860 5.8				5,030 6.0									
	ABC TV			GOOD MORNING, AMERICA-730				GOOD MORNING, AMERICA-830					(SUS-OP)				
	AVERAGE AUDIENCE (Households (000) & %)			3,690 4.4				3,940 4.7									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			22 4.3				23 4.6									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			4,440 5.3				4,360 5.2						4,440 5.3		4,360 5.2	
	CBS TV			CBS MORNING NEWS 1				CBS MORNING NEWS 2					(SUS-OP)	\$25,000 PYRAMID >(SUS-OP)		PRESS YOUR LUCK >(SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)			3,440 4.1				3,350 4.0						3,770 4.5		3,600 4.3	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			21 4.0				19 3.8						21 4.4		19 4.3	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)			3,940 4.7				4,440 5.3						3,520 4.2		4,110 4.9	
	NBC TV			TODAY SHOW-7.30AM (CO-OP)				TODAY SHOW-8.30AM (PARTICIPATING)(M-WTHF) (OP)						DIFF'RENT STROKES M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)			3,100 3.7				3,600 4.3						2,930 3.5		3,440 4.1	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			19 3.6				21 4.3						16 3.2		18 4.1	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)			5,530 6.6				5,200 6.2									
	ABC TV			GOOD MORNING, AMERICA-730				GOOD MORNING, AMERICA-830									
	AVERAGE AUDIENCE (Households (000) & %)			4,270 5.1				4,530 5.4									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			23 5.1				24 5.3									
W E E K 5	TOTAL AUDIENCE (Households (000) & %)			4,020 4.8				3,940 4.7						4,360 5.2		4,270 5.1	
	CBS TV			CBS MORNING NEWS 1				CBS MORNING NEWS 2					(SUS-OP)	\$25,000 PYRAMID >		PRESS YOUR LUCK	
	AVERAGE AUDIENCE (Households (000) & %)			3,350 4.0				3,180 3.8						3,690 4.4		3,690 4.4	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			18 4.0				17 3.8						20 4.2		19 4.3	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)			4,110 4.9				4,610 5.5						3,690 4.4		4,610 5.5	
	NBC TV			TODAY SHOW-7.30AM (CO-OP)				TODAY SHOW-8.30AM (PARTICIPATING)						DIFF'RENT STROKES M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)			3,270 3.9				3,770 4.5						3,100 3.7		3,940 4.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			18 3.8				20 4.6						17 3.6		21 4.5	
TV HOUSEHOLDS USING TV WK. 1		12.7	14.7	16.3	17.5	18.9	20.1	20.3	20.5	20.7	21.1	21.1	21.2	21.5	22.1	22.3	22.3
(See Def. 1) WK. 2		14.6	16.8	18.7	20.4	21.2	21.8	21.7	22.0	22.4	22.5	22.3	22.1	22.0	22.6	22.3	22.4

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT.24-28, 1983

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,520 4.2		3,600 4.3		4,780 5.7		4,780 5.7		9,550 11.4				8,630 10.3			
	ABC TV		BENSON DAYTIME		LOVING		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN >(SUS-OP)(SD)				ONE LIFE TO LIVE			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,850 3.4		3,180 3.8		4,020 4.8		3,940 4.7		7,460 8.9				6,370 7.6			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	15 3.3		16 3.6		18 3.9		17 4.5		29 7.9		8.4* 28 *		9.3* 30 *		7.5* 26 *	7.7* 28 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,040 8.4		9,300 11.1				9,220 11.0				8,040 9.6				5,450 6.5	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				(SUS-OP)		YOUNG AND THE RESTLESS >(S)(OP)(SUS-OP)				AS THE WORLD TURNS >(SUS-OP)			CAPITOL
	AVERAGE AUDIENCE (Households (000) & %)	{	6,030 7.2		7,960 9.5				6,960 8.3				6,450 7.7				4,860 5.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	31 6.7		39 9.3				30 8.4		8.3 8.3		8.3* 30 *		7.6* 25 *		7.8* 27 *	5.8 5.8
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	5,950 7.1		4,690 5.6		2,180 2.6		3,020 3.6		7,120 8.5				6,200 7.4			
	NBC TV		WHEEL OF FORTUNE		DREAM HOUSE		GO		SEARCH FOR TOMORROW		DAYS OF OUR LIVES >(SUS-OP)				ANOTHER WORLD			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,110 6.1		4,110 4.9		1,930 2.3		2,510 3.0		5,610 6.7				4,610 5.5			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	27 6.0		20 4.8		9 2.4		11 2.9		22 6.2		6.5* 22 *		6.9* 23 *		5.6* 19 *	5.4* 19 *
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	3,520 4.2		3,440 4.1		4,530 5.4		4,610 5.5		9,390 11.2				8,880 10.6			
	ABC TV		BENSON DAYTIME		LOVING		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (SD)				ONE LIFE TO LIVE			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,930 3.5		2,930 3.5		3,690 4.4		3,770 4.5		7,290 8.7				6,540 7.8			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	15 3.4		15 3.4		17 4.1		17 4.4		28 7.7		8.3* 27 *		9.1* 29 *		7.5* 25 *	8.2* 28 *
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	6,370 7.6		8,550 10.2				9,390 11.2				8,300 9.9				6,030 7.2	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,530 6.6		7,460 8.9				7,290 8.7				6,790 8.1				5,360 6.4	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	28 6.3		38 8.5				33 8.3		8.9 8.9		8.9* 32 *		7.9* 25 *		8.4* 28 *	6.3 6.3
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	6,700 8.0		4,530 5.4		2,260 2.7		3,180 3.8		7,040 8.4				6,290 7.5			
	NBC TV		WHEEL OF FORTUNE		DREAM HOUSE		GO		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,950 7.1		3,940 4.7		1,930 2.3		2,600 3.1		5,610 6.7				4,690 5.6			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	31 7.1		20 4.8		9 2.3		12 2.9		22 6.4		6.5* 21 *		6.8* 22 *		5.6* 19 *	5.7* 19 *
TV HOUSEHOLDS USING TV WK. 1			22.8	23.7	24.1	25.2	26.6	27.1	26.9	27.9	29.2	30.2	30.1	30.1	29.2	29.2	27.9	28.7
(See Def. 1) WK. 2			22.9	23.5	23.7	24.8	26.1	26.9	26.8	27.5	29.1	30.3	30.4	30.3	29.7	30.1	29.7	30.4

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. OCT.31-NOV.4, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT.24-28, 1983

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	11,060 13.2				3,180 3.8										10,640 12.7	
	ABC TV		GENERAL HOSPITAL >(M-THF)(SUS-OP)				EDGE OF NIGHT (M-TH)(SUS-OP)				(S)(OP) (SUS-OP)				(SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	8,720 10.4				2,770 3.3										9,220 11.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	33 9.7	33 * 10.4		32 * 10.8	10 10.7		3.4	3.2							20 11.0	11.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,460 8.9				3,020 3.6										13,240 15.8	
	CBS TV		GUIDING LIGHT >(SUS-OP)(SD)				TATTLETALES (M-TH)(SUS-OP)				(SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{	6,120 7.3				2,430 2.9										11,230 13.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	23 7.0				9 2.8		3.1								24 13.4	13.6
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,350 4.0														11,650 13.9	
	NBC TV		FANTASY (M-THF)(SUS-OP)				(S)(OP) (SUS-OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{	2,350 2.8														10,060 12.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	9 2.7	9 * 2.8		8 * 2.8	8 * 2.8										22 11.7	12.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	11,650 13.9				3,270 3.9										10,810 12.9	
	ABC TV		GENERAL HOSPITAL				EDGE OF NIGHT				(S)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{	8,970 10.7				2,850 3.4										9,390 11.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	33 10.0	33 * 10.6		33 * 11.2	10 11.1		3.5	3.2							20 11.1	11.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	8,460 10.1				3,180 3.8										13,160 15.7	
	CBS TV		GUIDING LIGHT (SD)				TATTLETALES											
	AVERAGE AUDIENCE (Households (000) & %)	{	6,790 8.1				2,600 3.1										11,560 13.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	25 7.7	25 * 8.1		25 * 8.4	9 8.3		3.1	3.2							24 13.8	13.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,690 4.4														11,060 13.2	
	NBC TV		MATCH GM/HOLLYWOOD SQS HR															
	AVERAGE AUDIENCE (Households (000) & %)	{	2,510 3.0														9,470 11.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	9 2.9	9 * 2.8		9 * 3.0	9 * 3.1										20 11.0	11.6
TV HOUSEHOLDS USING TV		WK. 1	30.0	31.6	32.7	33.8	32.8	34.1	35.3	37.1	38.7	40.9	42.3	44.8	48.5	51.2	53.5	55.4
(See Def. 1)		WK. 2	31.3	32.8	34.0	34.6	33.3	34.7	36.1	37.9	39.7	42.2	44.2	47.0	50.9	53.6	55.7	57.2

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. OCT.31-NOV.4, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT. 29, 1983

		TIME																				
		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45					
W E K 1	TOTAL AUDIENCE (Households (000) & %)					3,100 3.7			4,360 5.2			5,200 6.2			5,700 6.8			6,200 7.4			5,610 6.7	
	ABC TV					BEST OF SCOOPY DOO (SD)			RASCALS/RICHIE RICH			MONCHHICHIS			PAC-MAN			RUBIK, THE AMAZING CUBE (SD)			LITTLES	
	AVERAGE AUDIENCE (Households (000) & %)					2,600 3.1			3,180 3.8			4,190 5.0			4,610 5.5			5,030 6.0			4,860 5.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 2.8	3.5		19 3.4	4.3		25 4.8	5.1		22 5.5	5.5		24 5.8	6.2		22 5.8	5.9
W E K 2	TOTAL AUDIENCE (Households (000) & %)	1,510 1.8					2,930 3.5			6,790 8.1					5,780 6.9			4,860 5.8			5,360 6.4	
	CBS TV	CAPTAIN KANGAROO-SAT				BISKITT'S (SD)		SATURDAY SUPERCARDE				DUNGEONS AND DRAGONS (SD)		PLASTICMAN (SD)		CHARLIE BROWN/SNOOPY SHOW (SD)						
	AVERAGE AUDIENCE (Households (000) & %)	920 1.1					2,350 2.8			4,270 5.1			5.7*	5.7				4,780 5.7			3,850 4.6	4,270 5.1
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	15 .6	.7*	1.5*		22 2.6	3.0		26 4.2	4.5*		26*	5.8		5.9		4.8		4.3		17 5.0	18 5.1
W E K 1	TOTAL AUDIENCE (Households (000) & %)					2,930 3.5			3,770 4.5			5,610 6.7			7,710 9.2			8,130 9.7			7,790 9.3	
	NBC TV					FLINTSTONE FUNNIES (SD)			SHIRT TALES (SD)			SMURFS I			SMURFS II			SMURFS III (SD)			ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)					2,350 2.8			3,180 3.8			4,780 5.7			6,450 7.7			7,120 8.5			6,620 7.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 2.6	3.1		22 3.6	4.0		26 5.3	6.1		31 7.5	7.9		32 8.2	8.7		28 8.0	7.9
W E K 2	TOTAL AUDIENCE (Households (000) & %)					4,110 4.9			5,110 6.1			5,950 7.1			6,450 7.7			7,540 9.0			5,870 7.0	
	ABC TV					BEST OF SCOOPY DOO (SD)			RASCALS/RICHIE RICH			MONCHHICHIS			PAC-MAN			RUBIK, THE AMAZING CUBE (SD)			LITTLES	
	AVERAGE AUDIENCE (Households (000) & %)					3,350 4.0			4,020 4.8			4,780 5.7			5,610 6.7			6,120 7.3			5,280 6.3	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 3.5	4.5		21 4.5	5.1		24 5.2	6.1		24 6.7	6.7		26 7.4	7.2		22 6.1	6.5
W E K 2	TOTAL AUDIENCE (Households (000) & %)	2,850 3.4					3,690 4.4			8,040 9.6					6,540 7.8			5,450 6.5			5,950 7.1	
	CBS TV	CAPTAIN KANGAROO-SAT				BISKITT'S (SD)		SATURDAY SUPERCARDE				DUNGEONS AND DRAGONS (SD)		PLASTICMAN (SD)		CHARLIE BROWN/SNOOPY SHOW (SD)						
	AVERAGE AUDIENCE (Households (000) & %)	1,420 1.7					3,100 3.7			5,110 6.1			6.6*	6.3				4,190 5.0			4,780 5.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	17 .9	1.2*	2.2*		22 3.6	3.9		26 5.3	5.6*		26*	6.6		6.5		5.1		5.0		19 5.9	5.6
W E K 2	TOTAL AUDIENCE (Households (000) & %)					3,020 3.6			4,940 5.9			6,370 7.6			8,550 10.2			9,050 10.8			8,130 9.7	
	NBC TV					FLINTSTONE FUNNIES (SD)			SHIRT TALES (SD)			SMURFS I			SMURFS II			SMURFS III (SD)			ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)					2,680 3.2			4,020 4.8			5,110 6.1			7,040 8.4			7,540 9.0			7,120 8.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 2.9	3.5		22 4.4	5.2		24 5.7	6.5		30 8.5	8.4		31 8.9	9.2		28 8.5	8.5
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	6.5	7.9	9.3	11.1	13.3	16.0	17.7	19.8	22.0	23.6	24.5	25.8	26.6	27.5	28.4	28.7				
		WK 2	8.6	10.9	12.6	14.8	16.9	19.6	21.8	23.9	25.4	27.1	28.3	29.0	29.4	29.8	30.2	30.4				

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SAT. NOV. 5, 1983

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	6,450 7.7		7,540 9.0		6,540 7.8		6,450 7.7									
	ABC TV		PUPPY-FURTHER ADVENTURES		SCOOBY & SCRAPPY DOO SHOW (SD)		ABC WEEKEND SPECIALS BUNNICULA: THE VAMPIRE RABBIT		AMERICAN BANDSTAND									
	AVERAGE AUDIENCE (Households (000) & %)	{	5,360 6.4		6,200 7.4		5,450 6.5		3,690 4.4									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	23 6.4		26 7.6		21 6.3		14 4.4		13 * 4.0		15 * 4.5					
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,270 3.9		3,020 3.6		4,110 4.9	18,770 22.4										
	CBS TV		BENJI, ZAX & THE-PRINCE(B) (SD)		BUGS BUNNY/ R. RUNNER 1(B)		(1) (-OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{	2,850 3.4		2,350 2.8		3,440 4.1	8,630 10.3										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	12 3.5		10 2.6		14 4.0	32 5.2		6.9* 7.5		9.6* 31 *		10.4* 33 *		10.7* 32 *		12.0* 36 *
E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	7,540 9.0		6,200 7.4		6,450 7.7		5,700 6.8									
	NBC TV		MR. T		SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)		THUNDARR									
	AVERAGE AUDIENCE (Households (000) & %)	{	6,790 8.1		5,200 6.2		5,610 6.7		4,860 5.8									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	28 8.0		21 6.1		22 6.9		18 5.6		6.0							
E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	5,870 7.0		6,290 7.5		4,780 5.7	20,110 24.0										
	ABC TV		PUPPY-FURTHER ADVENTURES		SCOOBY & SCRAPPY DOO SHOW (SD)		(2) (-OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{	4,940 5.9		5,110 6.1		3,850 4.6	8,460 10.1										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	19 5.6		20 6.1		14 4.4	28 5.2		6.9* 7.8		9.5* 27 *		10.4* 29 *		11.1* 31 *		11.5* 31 *
E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	4,610 5.5		4,440 5.3		5,950 7.1	6,370 7.6		5,280 6.3		3,270 3.9						
	CBS TV		BENJI, ZAX & THE-PRINCE (SD)		BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2	BUGS BUNNY/ROAD RUNNER 3 (SD)		NEW FAT ALBERT SHOW (SD)		CBS CHILDREN'S FILM FEST. THE SEVEN RAVENS						
	AVERAGE AUDIENCE (Households (000) & %)	{	3,770 4.5		3,440 4.1		4,610 5.5	5,450 6.5		4,440 5.3		2,680 3.2						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	15 4.5		13 4.0		17 5.3	19 5.7		15 5.4		9 3.1						
E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	9,720 11.6		6,030 7.2		5,870 7.0	5,610 6.7										
	NBC TV		MR. T		SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)		THUNDARR									
	AVERAGE AUDIENCE (Households (000) & %)	{	8,210 9.8		5,110 6.1		5,030 6.0	4,440 5.3										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	32 9.9		20 6.1		19 5.9	16 6.1										
TV HOUSEHOLDS USING TV		WK. 1	28.9	29.3	29.6	29.6	30.2	30.5	31.0	32.0	31.9	31.8	31.8	32.3	33.1	33.7	33.8	34.5
(See Def. 1)		WK. 2	30.6	31.5	31.4	31.8	31.7	32.4	32.7	34.2	34.1	34.4	34.3	33.9	33.1	33.1	33.8	33.9

U.S. TV Households: 83,800,000
(1) NCAA TODAY-CBS, CBS, (12:00-12:26PM)

(2) NCAA FOOTBALL PRE, ABC, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

DAY SAT. NOV. 5, 1983

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,770 3.3		21,960 26.2													
	ABC TV			SPORTSBEAT	(1) (-OP)													
	AVERAGE AUDIENCE (Households (000) & %)	{	2,180 2.6		8,880 10.6													
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		7 2.8		26 5.0	6.1* 18 *	8.9* 26 *	10.5* 28 *	10.5* 27 *	11.2* 27 *	12.3* 27 *	13.1* 27 *	13.4	12.0				
E K 2	TOTAL AUDIENCE (Households (000) & %)	{				12,570 15.0											8,880 10.6	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{				4,530 5.4											6,870 8.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					14 7.2	5.3* 15 *	4.5* 12 *	4.8* 13 *	5.7* 14 *	6.6* 15 *	8.8						
E K 2	TOTAL AUDIENCE (Households (000) & %)	{					7,540 9.0										9,220 11.0	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					3,440 4.1										7,630 9.1	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						11 3.3	3.5* 10 *	4.2* 11 *	4.5* 12 *	5.7* 14 *	6.6* 15 *	8.8					
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{																
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
E K 2	TOTAL AUDIENCE (Households (000) & %)	{																
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
E K 2	TOTAL AUDIENCE (Households (000) & %)	{																
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV WK. 1			34.3	34.6	35.3	35.1	34.6	35.7	36.3	37.7	38.8	39.6	42.0	44.4	47.3	49.3	51.3	52.6
(See Def. 1) WK. 2			33.9	35.3	35.8	37.1	36.7	37.2	39.5	41.3	43.0	44.9	46.8	49.5	52.1	53.9	54.8	55.4

U.S. TV Households: 83,800,000

(1) NCAA FOOTBALL PRE, ABC, (3:30-3:41PM)

(2) NCAA TODAY-CBS, CBS, (3:30-3:42PM)

(3) NCAA FOOTBALL GAME, VARIOUS TEAMS AND TIMES, ABC, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

DAY SAT. NOV. 5, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{																
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{									9,800 11.7						4,690 5.6	
	MEATBALLS & SPAGHETTI (SUS)(SUS-SD)																	
	GILLIGAN'S PLANET (SUS)(SUS-SD)																	
	CAPTAIN KANGAROO-SUN (SUS)																	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{									5,450 6.5	5.9*		7.0*		6.6*	3,850 4.6	
	MEATBALLS & SPAGHETTI (SUS)(SUS-SD)																	
	GILLIGAN'S PLANET (SUS)(SUS-SD)																	
	CAPTAIN KANGAROO-SUN (SUS)																	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{									7,540 9.0						4,020 4.8	
	MEATBALLS & SPAGHETTI (SUS)(SUS-SD)																	
	GILLIGAN'S PLANET (SUS)(SUS-SD)																	
	CAPTAIN KANGAROO-SUN (SUS)																	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{									4,360 5.2	4.7*		5.2*		5.8*	3,350 4.0	
	MEATBALLS & SPAGHETTI (SUS)(SUS-SD)																	
	GILLIGAN'S PLANET (SUS)(SUS-SD)																	
	CAPTAIN KANGAROO-SUN (SUS)																	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{									4,360 5.2	4.7*		5.2*		5.8*	3,350 4.0	
	MEATBALLS & SPAGHETTI (SUS)(SUS-SD)																	
	GILLIGAN'S PLANET (SUS)(SUS-SD)																	
	CAPTAIN KANGAROO-SUN (SUS)																	
TV HOUSEHOLDS USING TV WK. 1			8.9	10.4	12.4	15.3	18.6	20.7	22.1	23.4	25.8	27.2	28.0	28.3	29.1	30.0	30.0	30.0
(See Def. 1) WK. 2			6.5	8.2	10.3	12.2	14.6	16.6	19.0	20.9	23.2	24.2	25.6	26.9	28.8	30.3	31.4	32.4
U.S. TV Households: 83,800,000																		

For explanation of symbols, See page A.

DAY SUN. NOV.6, 1983

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{			6,620 7.9													
	ABC TV				← THIS WEEK-DAVID BRINKLEY →				DIRECTIONS (SUS)									
	AVERAGE AUDIENCE (Households (000) & %)	{			4,020 4.8	5.3*			4.3*									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			15	17 *			13 *									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{								9,470 11.3	31,680 37.8							
	CBS TV									FOR OUR TIMES (SUS)				CBS NFL TODAY (12:30-12:59PM) (+OP)				CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST (OP)
	AVERAGE AUDIENCE (Households (000) & %)	{								7,630 9.1	16,840 20.1		15.7*		19.8*		20.8*	20.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%								26 8.2	47 11.8		40 *		47 *		50 *	49 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					4,020 4.8		6,200 7.4		23,550 28.1							
	NBC TV						MEET THE PRESS		NFL '83-NBC		NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST							
	AVERAGE AUDIENCE (Households (000) & %)	{					3,100 3.7		4,530 5.4		10,810 12.9		10.0*		12.7*		13.0*	12.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					11 3.6	3.7	15 4.8	6.0	30 9.1	25 *	25 *		29 *		30 *	30 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			5,780 6.9													
	ABC TV				← THIS WEEK-DAVID BRINKLEY →				DIRECTIONS (SUS)									
	AVERAGE AUDIENCE (Households (000) & %)	{			3,100 3.7	3.8*			3.7*									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			11 3.8	11 *			11 *									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{								8,800 10.5	30,420 36.3							
	CBS TV									FOR OUR TIMES (SUS)				CBS NFL TODAY (12:30-12:59PM) (+OP)				CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST (OP)
	AVERAGE AUDIENCE (Households (000) & %)	{								6,960 8.3	15,590 18.6		14.4*		18.9*		19.2*	19.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%								24 7.4	43 11.1		37 *		45 *		44 *	43 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					3,520 4.2		5,700 6.8		19,020 22.7							
	NBC TV						MEET THE PRESS		NFL '83-NBC		NFL FOOTBALL GM 1-NBC(B) VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST							
	AVERAGE AUDIENCE (Households (000) & %)	{					2,430 2.9		4,440 5.3		8,970 10.7		8.5*		9.7*		10.7*	10.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					9 2.7	3.1	15 4.8	5.8	24 8.0	22 *	22 *		23 *		25 *	24 *
TV HOUSEHOLDS USING TV			WK. 1	30.6	30.8	31.4	32.3	33.6	34.4	35.2	37.5	39.7	41.1	42.9	43.3	43.0	43.1	42.4
(See Def. 1)			WK. 2	31.8	32.6	33.4	34.0	33.8	35.2	35.9	36.9	39.2	41.2	42.0	43.3	44.3	44.5	45.5

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SUN. NOV. 6, 1983

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{																9,800 11.7 ABC WRLD NEWS TONIGHT-SUN
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																8,300 9.9
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	17 9.8 9.9
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					25,730 30.7											
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					11,560 13.8											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		21.5	21.8	21.8	22.4	4.7	13.1	13.8	14.2	14.1	14.3	14.1	14.8	14.6	14.6	14.4	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					3,600 4.3											6,030 7.2 NBC NIGHTLY NEWS- SUN(B)
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					3,440 4.1											4,940 5.9
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		13.1	13.5	14.5	15.0	4.2	3.9										10 5.9 5.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																9,300 11.1 ABC WRLD NEWS TONIGHT-SUN
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																7,370 8.8
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	15 8.8 8.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					10,220 12.2				4,360 5.2				7,210 8.6			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					9,300 11.1				2,430 2.9				6,120 7.3			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		19.5	20.5	20.9	19.8	11.7	11.0	6.8		2.6	2.6	2.9	3.6	6.9	7.7		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					26,980 32.2											
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					13,070 15.6											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		11.6	12.0	11.6	11.8	5.4	9.1	15.6	16.6	16.5	16.4	16.8	17.4	17.7	18.1	18.8	18.6
TV HOUSEHOLDS USING TV		WK. 1	43.9	44.8	45.8	47.1	47.5	47.5	47.1	47.6	48.9	50.5	51.9	53.7	56.8	58.9	61.0	63.0
(See Def. 1)		WK. 2	45.5	46.9	47.3	47.5	47.9	47.8	47.7	48.5	49.5	50.4	52.0	54.9	57.9	60.0	60.9	62.0

U.S. TV Households: 83,800,000

(1) NFL FOOTBALL POST-NBC, NBC, (4:04-4:18PM)

(2) CBS NFL FOOTBALL POST, CBS, (4:14-4:29PM)

For explanation of symbols, See page A.

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	%			
EVENING MONDAY																	
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-12.50AM	+GRID	31,090	37.1	13,160	15.7	29			31,430	37.5	14,500	17.3	31	16.7	
	2	9.00-12.29AM	+GRID														
			11.00						15.4								
			11.15				14.7*	27*	14.0					15.9*	32*	15.1	
			11.30						13.9							14.7	
			11.45				13.4*	32*	12.8					14.4*	36*	14.1	
			12.00						12.9							14.0	
			12.15				12.3*	34*	11.6					13.3*	39*	12.5	
			12.30						11.3								
		12.45				11.1*	36*	10.8									
EVENING THURSDAY																	
ABC 9 TO 5	1	8.34- 9.04PM	+GRID	9,970	11.9	8,300	9.9	16									
		9.00							9.4								
ABC TRAUMA CENTER	1	9.04-10.04PM	+GRID	12,490	14.9	8,460	10.1	16									
		10.00							11.2								
ABC 20/20	1	10.04-11.04PM	+GRID	16,340	19.5	10,220	12.2	20									
		11.00							13.7								
CBS MAGNUM, P.I.	1	8.38- 9.38PM	+GRID	25,980	31.0	19,780	23.6	37									
		9.30					24.6*	38*	24.6								
CBS SIMON & SIMON	1	9.38-10.38PM	+GRID	25,890	30.9	20,110	24.0	38									
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	14,250	17.0	14,250	17.0	28	17.0		14,830	17.7	14,830	17.7	30	17.7	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	14,160	16.9	14,160	16.9	28	16.9		16,590	19.8	16,590	19.8	33	19.8	
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	8,970	10.7	8,970	10.7	18	10.7		9,050	10.8	9,050	10.8	18	10.8	
NBC NBC NEWS DIGEST-SAT	1	8.58- 8.59PM	8.45	8,970	10.7	8,970	10.7	18	10.7								
	2	9.00- 9.01PM	9.00								11,060	13.2	11,060	13.2	22	13.2	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	1	8.31- 8.32PM	8.30	15,080	18.0	15,080	18.0	26	18.0								
	2	8.32- 8.33PM	8.30														
ABC ABC NEWSBRIEF-SUN.	2	9.59-10.00PM	9.45														
	1	10.01-10.02PM	10.00	17,100	20.4	17,100	20.4	32	20.4								
CBS CBS NFL FOOTBALL POST-2	1	7.19- 7.24PM	7.15	18,180	21.7	16,260	19.4	31	19.4								
CBS 60 MINUTES	1	7.24- 8.24PM	-GRID 8.15	28,580	34.1	20,110	24.0	36	24.3								
							25.8*	38*									
CBS ALICE	1	8.24- 8.54PM	-GRID 8.45	15,670	18.7	13,910	16.6	24	16.9								
									16.9								
CBS NEWSBREAK-SUN.	1	8.52- 8.53PM	8.45	12,650	15.1	12,650	15.1	22	15.1								
	2	8.58- 8.59PM	8.45														
CBS ONE DAY AT A TIME	1	8.54- 9.24PM	-GRID 9.15	18,770	22.4	15,590	18.6	27	19.2								
									19.2								
CBS JEFFERSONS	1	9.24- 9.54PM	-GRID 9.45	16,340	19.5	14,750	17.6	26	17.7								
									17.7								
CBS GOODNIGHT, BEANTOWN	1	9.54-10.24PM	-GRID 10.15	15,920	19.0	14,250	17.0	27	17.2								
									17.2								
CBS TRAPPER JOHN, M.D.	1	10.24-11.24PM	-GRID 11.15	18,020	21.5	13,490	16.1	30	16.3								
							16.8*	35*									
NBC NFL FOOTBALL GAME 2-NBC	2	4.00- 7.04PM	-GRID 7.00									26,980	32.2	13,070	15.6	30	15.5
																15.5	
NBC NBC NEWS DIGEST-SUN		8.58- 8.59PM	8.45	12,320	14.7	12,320	14.7	21	14.7			12,740	15.2	12,740	15.2	22	15.2
NBC NBC NEWS DIGEST-2-SUN.	1	9.54- 9.55PM	9.45	10,980	13.1	10,980	13.1	20	13.1								
	2	9.55- 9.56PM	9.45									12,650	15.1	12,650	15.1	23	15.1
EVENING MONDAY-FRIDAY		>	8.45	13,160	15.7	13,160	15.7	24	16.3	M-F		13,410	16.0	14,080	16.8	26	13.9
ABC ABC NEWSBRIEF-M-F			9.45						17.0	TUWF							16.3
			10.00						10.9	THU.							
ABC ABC NEWS:NIGHTLINE-T-F	1	>	11.30	8,800	10.5	5,700	6.8	20	8.3	TU-F							
	2	11.30-12.30AM	11.30									6,540	7.8	4,270	5.1	16	6.6
			11.45					7.7*	20*	TU-F					6.1*	17*	5.5
			12.00						6.4	TU-F							4.6
			12.15					6.0*	20*	TU-F					4.2*	15*	3.8
			12.30					4.9*	22*	TUE.							
ABC ABC NEWS:NIGHTLINE-THU(B)	1	12.30-12.42AM	12.30	4,690	5.6	4,610	5.5	22	5.5	THU.							
ABC ABC NEWS:NIGHTLINE-MON	2	12.59- 1.36AM	12.45									3,180	3.8	2,510	3.0	19	3.5
			1.00													3.3	MON.
			1.15													3.0*	18*
	1	1.40- 2.26AM	1.30	2,430	2.9	1,760	2.1	16	2.6	MON.						2.6*	20*
			1.45					2.4*	16*	MON.							2.6
			2.00						1.9	MON.							
			2.15					1.8*	15*	MON.							
CBS NEWSBREAK-M-F	1	>	8.45	13,580	16.2	13,160	15.7	24	15.0	M-F		12,490	14.9	12,490	14.9	22	14.9
	2	8.58- 8.59PM	8.45														
			9.30						20.4	THU.							

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
CBS ATTACK AT DAWN(S)	1	11.30-12.00MD	11.30 11.45	11,230	13.4	9,050	10.8	29	12.1 9.4	TUE. TUE.									
CBS CBS NEWS SPECIAL REPORT(S)	2	11.30-12.00MD	11.30 11.45									7,790	9.3	6,450	7.7	19	8.3 7.2	FRI. FRI.	
CBS LATE MOVIE I		>	11.30 11.45 12.00 12.15 12.30 12.45 1.00 1.15	7,630	9.1	5,200	6.2 6.5*	21 17*	6.8 6.3 6.5 6.2 5.9 5.9 5.2 4.6	M-F MWF M-F M-F M-F M-F TU&TH TU&TH		7,040	8.4	4,860	5.8 6.4*	20 19*	6.5 6.3 6.1 5.8 5.3 4.0 4.1*	M-F M-TH M-F M-F M-F M-F FRI.	
		VARIOUS TIMES (SUS)																	
CBS LATE MOVIE II		>	12.30 12.45 1.00 1.15 1.30 1.45 2.00	4,270	5.1	3,440	4.1 4.8*	24 22*	4.8 4.9 4.2 4.1 3.6 3.4 3.2	M-F MWF M-F M-F TU&TH TU&TH TU&TH		4,270	5.1	3,440	4.1 4.5*	25 24*	4.8 4.5 4.0 3.9* 3.6 3.7	M-F M-TH M-F M-F TUWF TUWF	
		VARIOUS TIMES (SUS)																	
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00 2.15	1,420	1.7	1,260	1.5	17	1.5 1.3	MWSU MWSU		1,510	1.8	1,340	1.6	17	1.6 1.5	M-THSU M-THSU	
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	2.30 2.45 3.00 3.15 3.30 3.45 4.00 4.15 4.30 4.45 5.30 5.45	2,930	3.5	1,170	1.4 1.7*	26 22*	1.8 1.7 1.7 1.6 1.5 1.4 1.4 1.5 1.4 1.3 1.2 1.2	M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU		2,770	3.3	1,090	1.3 1.7*	24 23*	1.8 1.6 1.7 1.5 1.4 1.3 1.4 1.3 1.1 1.0 1.0 1.0	M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU	
NBC NBC NEWS DIGEST-M-F		>	8.45 9.00 9.30	12,070	14.4	12,070	14.4	22	11.6 22.1 14.8	M-F TUE. THU.		10,390	12.4	10,390	12.4	19	12.4	M-F	
NBC NBC NEWS DIGEST-2-M-F		>	9.45 10.00	12,150	14.5	12,150	14.5	23	12.3 18.8	MWF MON.		9,390	11.2	9,390	11.2	17	11.2	W & F	
NBC NBC NEWS SPEC. RPT-2-TUE(SUS)	1	11.30-11.55PM	11.30																
NBC TONIGHT SHOW		>	11.30 11.45 12.00 12.15 12.30 12.45	7,880	9.4	4,610	5.5 6.9*	18 18*	7.5 6.0 5.7 5.1 4.4 3.7	M-F MTUWF M-F M-F TU&TH TU&TH		8,720	10.4	5,530	6.6 7.4*	21 21*	7.8 7.0 6.2 5.2	M-F M-F M-F M-F	
CONT'D																			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY-CONT'D																	
NBC TONIGHT SHOW-CONT'D			1.00					3.0* 16*	3.0	THU.							
NBC DAVID LETTERMAN I		>	12.30	2,510	3.0	2,100	2.5	13	3.0	M-TH	2,770	3.3	2,260	2.7	14	3.0	M-TH
			12.45						2.5	M-W						2.5	M-TH
			1.00						2.3	TU&TH							
			1.15						2.2	TU&TH							
			1.30						2.2	THU.							
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	5,610	6.7	2,930	3.5	16	4.5	FRI.	6,120	7.3	3,270	3.9	19	5.4	FRI.
			12.45					4.1* 15*	3.8	FRI.					5.0* 20*	4.6	FRI.
			1.00						3.7	FRI.						4.3	FRI.
			1.15					3.5* 16*	3.3	FRI.					4.0* 19*	3.7	FRI.
			1.30						2.8	FRI.						3.2	FRI.
			1.45					2.7* 16*	2.7	FRI.					2.8* 17*	2.4	FRI.
NBC DAVID LETTERMAN II		>	1.00	2,100	2.5	1,680	2.0	14	2.3	M-TH	2,100	2.5	1,840	2.2	15	2.3	M-TH
			1.15						2.0	M-W						2.0	M-TH
			1.30						2.0	TU&TH							
			1.45						1.8	TU&TH							
			2.00						1.6	THU.							
NBC NBC NEWS OVERNIGHT-M-F		>	1.30	1,590	1.9	1,340	1.6	14	1.9	M-F	1,420	1.7	1,170	1.4	12	1.6	M-F
			1.45					1.9* 15*	1.8	M-W					1.5* 13*	1.5	M-TH
			2.00						1.8	TU-F						1.2	MTUF

			2.15					1.7* 15*	1.5	TU-F						1.2* 10*	1.1	MTUF
			2.30						1.1	THU.								
			2.45					1.1* 12*	1.0	THU.								
DAY MONDAY-FRIDAY		VARIOUS TIMES	(SUS)															
ABC ABC WORLD NEWS-MORN-6.00A(SUS)		6.00- 6.15AM	6.00							M-F								M-F
ABC ABC WORLD NEWS-MORN-6.15A(SUS)		6.15- 6.30AM	6.15							M-F								M-F
ABC ABC WORLD NEWS-MORN-6.45A		6.45- 7.00AM	6.45	1,420	1.7	1,340	1.6	13	1.6	M-F	2,010	2.4	1,930	2.3	15	2.3		M-F
ABC PRES. REAGAN'S NEWS CONF.(SUS)	1	9.00- 9.47AM	9.00							TUE.								
ABC ABC SPECIAL REPORT-10.00A(SUS)	2	10.00-11.00AM	10.00							TUE.								FRI.
ABC REAGAN NEWS CONF.-ABC(SUS)	1	1.06- 1.34PM	1.00							TUE.								
ABC ABC SPECIAL REPORT-1.43(SUS)	1	1.43- 2.00PM	1.30							TUE.								
ABC ABC DAYTIME NEWSBRIEF-M-F	1	1.57- 1.59PM	1.45	7,120	8.5	6,960	8.3	27	8.3	MTWTHF	6,620	7.9	6,370	7.6	25	7.5		M-F
	2	>	1.45															
ABC ABC SPECIAL REPORT-3.00(SUS)	1	3.00- 4.00PM	3.00							TUE.								
ABC ABC SPECIAL REPORT-4PM(SUS)	1	4.00- 4.35PM	4.00							FRI.								
ABC ABC AFTERSCHOOL SPECIAL(S)	1	4.30- 4.44PM	4.30	3,100	3.7	3,020	3.6	11	3.6	WED.	3,850	4.6	2,770	3.3	9	2.8		TUE.
	2	4.30- 5.30PM	4.30												2.9* 8*	3.0		TUE.
			4.45													3.6		TUE.
			5.00												3.6* 9*	3.6		TUE.
			5.15															
ABC ABC SPECIAL REPORT-4.44P(SUS)	1	4.44- 5.30PM	4.30							WED.								
ABC ABC SPECIAL REPORT-6.02P(SUS)	1	6.02- 6.14PM	6.00							THU.								
CBS CBS EARLY MORNING NEWS CONT'D		6.30- 7.00AM	6.30	1,680	2.0	1,260	1.5	17	1.3	M-F	2,180	2.6	1,590	1.9	18	1.7		M-F

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
CBS CBS EARLY MORNING NEWS-CONT'D			6.45						1.7	M-F							2.1	M-F	
CBS CBS NEWS SPEC.RPT- 9:05AM(SUS)	1	9.05- 9.36AM	9.00							TUE.								THU.	
CBS CBS NEWS SPEC. RPT.(SUS)	2	9.53-10.04AM	9.45																
CBS CBS NEWS SPEC.RPT-10:17AM(SUS)	1	10.17-10.29AM	10.15							TUE.									
CBS CBS NEWS SPEC.RPT-10:37AM(SUS)	1	10.37-10.43AM	10.30							TUE.									
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,960	8.3	6,700	8.0	32	8.0	M-F		6,540	7.8	6,370	7.6	32	7.6	M-F	
CBS CBS NEWS SPECIAL RPT-THU(SUS)	1	12.16-12.22PM	12.15							THU.									
CBS CBS NEWS SP.RPT-1241P.WED(SUS)	1	12.41-12.52PM	12.30							WED.									
CBS CBS NEWS SP.RPT-1241PWED(S)	1	12.41-12.52PM	12.30 12.45	6,870	8.2	6,790	8.1	29	7.9 8.2	WED. WED.									
CBS CBS NEWS SPEC.RPT-12:39PM(SUS)	1	12.39-12.54PM	12.30							TUE.									
CBS REAGAN NEWS CONF.-CBS(SUS)	1	1.09- 1.33PM	1.00							MON.									
CBS CBS NEWS SPEC.RPT- 3:00PM(SUS)	1	3.00- 3.40PM	3.00							TUE.									
CBS GUIDING LIGHT	1	>	-GRID 3.15 3.30 3.45	7,460	8.9	6,120	7.3	23	7.4 7.5 7.5	M-F MTHF M-F M-F									
								7.5*	23*										
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,450	6.5	5,200	6.2	19	6.2	M-F		5,700	6.8	5,360	6.4	19	6.4	M-F	
CBS CBS NEWS SPECIAL RPT-FRI(SUS)	1	4.01- 4.33PM	4.00							FRI.									
CBS CBS NEWS SP.RPT- 500P.WED(SUS)	1	5.00- 5.27PM	5.00							WED.									
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30 6.45	1,840	2.2	1,340	1.6	14	1.2 1.9	M-F M-F		2,350	2.8	1,760	2.1	15	1.7 2.4	M-F M-F	
NBC TODAY SHOW-8.30AM(B)	1	8.30- 9.00AM	8.30 8.45	2,770	3.3	2,350	2.8	14	2.8 2.9	TUE. TUE.									
NBC TODAY SHOW-9.00AM(SUS)	1	9.00-10.00AM	9.00							TUE.									
NBC PRES. NEWS CONF.-NBC(SUS)	1	1.06- 1.30PM	1.00							MON.									
NBC NBC NEWS SPEC. RPT-1-TUE(SUS)	1	3.00- 4.00PM	3.00							TUE.									
NBC NBC NEWS SPEC. RPT-FRI(SUS)	1	4.00- 4.31PM	4.00							FRI.									
NBC NBC SPECIAL TREAT(S)	1	4.00- 5.00PM	4.00 4.15 4.30 4.45	5,030	6.0	2,600	3.1 3.1* 3.2*	8 9* 8*	3.2 3.0 2.9 3.4	TUE. TUE. TUE. TUE.									
DAY SATURDAY																			
ABC MENUO-8:25AM		8.25- 8.29AM	8.15	3,440	4.1	3,020	3.6	21	3.6			4,360	5.2	3,690	4.4	21	4.4		
ABC MENUO-10:25AM		10.25-10.29AM	10.15	5,700	6.8	4,860	5.8	22	5.8			6,450	7.7	5,450	6.5	23	6.5		
ABC SCHOOLHOUSE ROCK-11:55AM		11.55-11.59AM	11.45	6,290	7.5	5,700	6.8	24	6.8			5,030	6.0	4,360	5.2	17	5.2		
ABC NCAA FOOTBALL PRE	2	12.00-12.23PM	-GRID 12.15									4,780	5.7	3,850	4.6	14	4.5		
ABC NCAA FOOTBALL GAME	2	12.24- 3.44PM	-GRID 3.30									20,110	24.0	8,460	10.1 10.3*	28 26*	10.4		
CONT'D																			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
DAY SATURDAY-CONT'D																	
ABC NCAA FOOTBALL GAME-CONT'D			3.45 4.00													4.3 2.9	
ABC NCAA FOOTBALL PRE	1	3.30- 3.41PM	-GRID	2,680	3.2	3,100	3.7	11									
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,770	3.3	2,680	3.2	22	3.2		3,600	4.3	3,270	3.9	21	3.9	
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	5,030	6.0	4,610	5.5	22	5.5		5,110	6.1	4,610	5.5	19	5.5	
CBS IN THE NEWS 10.26AM(B)	1	10.26-10.29AM	10.15	3,940	4.7	3,520	4.2		4.2								
CBS IN THE NEWS-10.26AM	2	10.26-10.29AM	10.15								4,780	5.7	4,190	5.0	17	5.0	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	4,190	5.0	3,850	4.6	16	4.6		4,110	4.9	3,850	4.6	15	4.6	
CBS IN THE NEWS-11.26AM	2	11.26-11.29AM	11.15								3,940	4.7	3,600	4.3	14	4.3	
CBS IN THE NEWS-11.26AM(B)	1	11.26-11.29AM	11.15	2,930	3.5	2,510	3.0	10	3.0								
CBS NCAA TODAY-CBS	1	12.00-12.26PM	-GRID 12.15	4,110	4.9	3,440	4.1	14		4.2							
CBS NCAA FOOTBALL-CBS	1	12.26- 3.46PM	-GRID 3.45	18,770	22.4	8,630	10.3 11.4*	32 33*	8.7								
CBS IN THE NEWS-12.56PM	2	12.56-12.59PM	12.45								5,360	6.4	4,940	5.9	17	5.9	
CBS IN THE NEWS- 1.26PM	2	1.26- 1.29PM	1.15								4,610	5.5	4,360	5.2	15	5.2	
CBS NCAA FOOTBALL-CBS	2	3.42- 6.53PM	-GRID								23,970	28.6	10,730	12.8	30		

			6.30 6.45 7.00														13.7 8.8 8.3
CBS NCAA TODAY-CBS	2	3.30- 3.42PM	-GRID								4,940	5.9	4,940	5.9	17		
NBC ASK NBC NEWS-8:28AM		8.28- 8.30AM	8.15	2,850	3.4	2,680	3.2	22	3.2		3,440	4.1	3,350	4.0	22	4.0	
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	3,600	4.3	3,520	4.2	23	4.2		4,610	5.5	4,360	5.2	23	5.2	
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	7,880	9.4	7,710	9.2	34	9.2		8,380	10.0	7,960	9.5	32	9.5	
NBC ONE TO GROW ON-10:58AM		10.58-11.00AM	10.45	7,120	8.5	6,790	8.1	29	8.1		7,880	9.4	7,630	9.1	30	9.1	
NBC ASK NBC NEWS-12:28PM		12.28-12.30PM	12.15	5,280	6.3	5,030	6.0	19	6.0		4,860	5.8	4,610	5.5	17	5.5	
DAY SUNDAY																	
CBS IN THE NEWS-7.26AM-SUN(SUS)		7.26- 7.29AM	7.15														
CBS IN THE NEWS-7.56AM-SUN(SUS)		7.56- 7.59AM	7.45														
CBS CBS NFL TODAY		12.30-12.59PM	-GRID 12.45	9,470	11.3	7,630	9.1	26			8,800	10.5	6,960	8.3	24		
CBS CBS NFL FOOTBALL GAME 1	1	12.59- 4.24PM	-GRID	31,680	37.8	16,840	20.1	47									
	2	12.59- 4.09PM	-GRID								30,420	36.3	15,590	18.6 15.9*	43 34*		
			4.00 4.15						21.8 20.7								16.2
NBC NFL FOOTBALL GAME 1-NBC	1	1.00- 4.14PM	-GRID	23,550	28.1	10,810	12.9 13.3*	30 28*	13.0								
			4.00 4.15 4.30						5.0 <<								
NBC NFL FOOTBALL GM 1-NBC(B)	2	1.00- 4.17PM	-GRID								19,020	22.7	8,970	10.7	24		
CONT'D			4.00														11.3

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1					WEEK 2				
				TOTAL AUDIENCE	AVERAGE AUDIENCE		AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE	AVERAGE AUDIENCE		AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000) %	HOUSEHOLDS (000) %	SHARE %	%		HOUSEHOLDS (000) %	HOUSEHOLDS (000) %	SHARE %	%	
DAY SUNDAY-CONT'D													
NBC NFL FOOTBALL GM 1-NBC(B)-CONT'D			4.15							11.5*	24*	7.7	

Bulletin

November 4, 1983

THE PRESIDENT'S OCTOBER 19 PRESS CONFERENCE

President Ronald Reagan held a nationally televised press conference on Wednesday, October 19, 1983, at 8:00-8:36PM NY Time.

NTI estimates of the audience reached by the combined facilities of the three national TV networks are as follows:

	<u>Percent</u>	<u>Millions</u>
Total Audience		
Households	42.8	35.9
Average Audience		
Households	36.8	30.8
Total Persons*	22.4	49.3
Total Women	26.0	22.7
18-49	16.9	9.3
Total Men	23.5	18.5
18-49	18.2	9.7
Total Teens	16.1	3.5
Total Children*	14.2	4.6

*Excluding children under 2 years of age.

A.C. NIELSEN COMPANY

Nielsen Plaza • Northbrook, IL 60062 • (312) 498-6300
New York, NY 10104 • 1290 Ave. of the Americas • (212) 708-7500
Menlo Park, CA 94025 • 70 Willow Road • (415) 321-7700